



AlgaeBioGas

Algal treatment of biogas digestate and feedstock production

D7.10

Important events calendar

PUBLIC

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Project website	http://algaebiogas.eu/
Project coordinator	Robert Reinhardt
Task Leader	Marjeta Resnik
Contact e-mail	mailto:algaebiogas@algen.si
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1 Summary and Objectives

1.1 Project abstract

AlgaeBioGas project is focused to market introduction of algal-bacterial treatment of biogas digestate and feedstock production, an innovative technology which has significant economic and environmental benefits to biogas operators. Within the Eco-innovation project we are setting-up the first application as a demonstration centre and prepare all prefabricated technology, organization and marketing tools to market replication projects. The technology demonstration centre will not only be able to demonstrate the technology in full size at a demanding customers site, but also provide on-site support for customer's testing, analysis, evaluation, training and other activities required as part of a complex project.

1.2 Important events calendar

The purpose of this report is to introduce the functionalities of the *AlgaeBioGas Important events calendar*, where we keep a list of events that will be, or have already been addressed in the market development activity.

Important events calendar is available on project's SVN Repository or on request from the coordinator in .xlsx format. It will be published as a part of project's website (<http://algaebiogas.eu/>) in slightly modified form.

1.3 Editorial note

Deliverables in AlgaeBioGas project necessary build on and refer to previous deliverables. Our aim is to make them self-contained readable documents which necessary involves some replication of contents of previous deliverables, either as verbatim or summarized quotes. We are aware that such text is annoying to someone reading deliverables in series, so we have decided to set such text in lighter colour.

Thus, if you are reading just this text, please find contextual and reference information in lightly set sections; if you are acquainted with the project context (like a reviewer), please ignore the text set in light typeface.

Previous deliverables (partially) quoted in this document:

- DoW Description of work (Annex I of the Grant Agreement)
- D6.1 Business_plan

2 Use of important events calendar as part of marketing plan

2.1 Marketing plan

Marketing plan is described in *D6.1 Business plan*.

We offer service for algal treatment of biogas digestate. This is an innovative approach and market for algal technologies in connection with biogas installations does not exist yet.

The initial market for our new technology is limited to early adopters. These are advanced users with advanced ecological requirements who are willing and able to take the risk of an innovative technology. The first such user is a partner to AlgaeBioGas project: KOTO biogas plant, where the demonstration centre will be built as the first installation. Further market development activities involve selection of local partners and their flagship early adopter customers. Out of 3-5 early adopters we expect 1-3 of those to be implemented by local sales and implementation partners. This second level projects should be finished in 2018. 10-20 full size implementations should start with planning in 2020, most of them with local partners.

Following our marketing plan it seems rather obvious we should make contact with:

- End-users (early adopters and interested early majority)
- Local Sales and Implementation Partners

Typical potential customers of our technology are farm and food waste biogas operators. Biogas operators are already in green business so they are usually well informed customers. The economic drive to use our innovative technology highly depends on the legislative framework, which is the reason why local partners are required in servicing the biogas operators. The local partner is responsible for fitting the proposal into the economic and legislative framework.

We are looking for partners who already have experience in biogas plants construction and therefore already know the biogas market and legislations. They already have a working relationship with biogas plants which could be our potential new customers.

The initial contacts and further presentations of our technology will be made at events: conferences, congress, fairs, exhibitions and other such events. Starting November 2013 two lists were established:

- List of potential sales partners
- List of potential customers

A mailing list will be started in January 2014 and will serve to inform potential partners and customers on our on-going activities. Hereinafter meetings and visits of the demonstration centre will take place.

Our most important marketing tool will be a project manual, a set of documents in technical and marketing sense, where customers will get an impression about procedures needed in project planning and legal, organizational, technical and economic requirements that need to be met before the start of a project.

2.2 Important events calendar

Important event calendar is being established in October 2013 and will be maintained throughout the project and until needed. The list contains all biogas, wastewater treatment and algae events that we were able to track and had raised our interests. The events will be added regularly as they will be announced by organizers.

2.3 Events activities plan

At the beginning of the project our efforts are focused to exploring the biogas market and meeting potential partners and customers through participation at various events. Later, from September 2014 to September 2016, we plan to prepare 10 presentations of preliminary results of the demonstration centre operation. Some will be focused on the presentation of our technology, others will be more scientifically oriented, where we will present the data collected at the demonstration centre published as a scientific article. Planned activities are presented in the table below.

Table 1: Events activities

Period	Main project activities	Objectives on the events	Our activities	No. of events
September 2013 - March 2014	Designing and building the demonstration centre Mailing list - starting Jan. 14	Market analysis; Making contacts with biogas engineering companies (future partners) interested in selling the technology	Biogas events Focus on biogas plants builders Information gathering	2
April 2014 - September 2014	Demonstration centre start up; first results Initial marketing activity Sep. 14	Market and legislation analysis; Meeting future partners - 5 interested; Meeting potential customers - 5 interested	Biogas events 1 presentation	2
October 2014 - March 2015	Demonstration centre operation	Meeting future partners - 5 interested Meeting potential customers - 5 interested	Biogas events 2 presentations	3

April 2015 - September 2015	Demonstration centre operation; Marketing materials prepared Invitations to demo centre Visits to demo centre starting (Sep. 15)	Meeting potential customers - 5 interested Getting experts interested	Biogas events Algae events 3 presentations	3
October 2015 - March 2016	Demonstration centre operation LCI, LCA Detailed business planning	Meeting potential customers - 5 interested	2 presentations 1 exhibition presence	3
April 2016 - September 2016	Visits to demo centre Science article	Meeting potential customers - 5 interested New markets	2 presentations	2

3 Description of important events calendar data

Important events calendar includes events that are immediately interesting to the project, but also other events. Other events are listed for three reasons:

- To have a list from which interested events are selected,
- Many events are recurring annually: if an event is not yet interesting for certain year, a new edition in some next year may become interesting.
- Events calendar is published on the web page and may become a useful resource that generates web page traffic.

Important events calendar is basically an Excel table that is also (partly) published on the project web page. Data is maintained in Excel, one event per row. Basic data consists of several columns, which enables selection and sorting of the events using different criteria.

3.1 Category, Theme

We are categorizing events into the following categories using abbreviations: conference (Cf), congress (Cg), symposium (S), exhibition (E) and workshop (W). If an event is conference and exhibition we combine the abbreviations: CfE.

Themes of the majority of listed events are: algae (A), biogas (BG), wastewater treatment (WWT), waste (W), biotechnology (BT) and biomass (BM). This describes the main venue of the event and expected audience.

3.2 Event, Organizer

Name or title of the event is specified. The name used should be enough to uniquely determine the event and it does not need to be official event title. Organizer is similarly the main organizer of the event.

3.3 Contact web

The hyperlink to event web page which enables collection of additional event detail.

3.4 Continent, Country, Location

These columns describe the location of the event. Continent is specified separately as we do want to collect non-European event for future market development work, but we want to easily exclude it from the selection lists in near future. Continents are entered from the list of available entries, while countries and location is an arbitrary string. This kind of data is used for event identification and selection – it is not intended to be detailed, as all information can always be looked up at the event web site.

3.5 From, To, Notes

The starting and ending date of the event are specified. Approximate dates are frequently enough – details should be checked up at the event web page.

Column Notes is a general (internal) comment regarding the event or our participation at the event.

3.6 Importance, Important date, Action item

Importance of the event is categorized from the project perspective into three levels: need to go (NTG), maybe interested (MI) or just listed (JL). Important date specifies next action for specific event. The action is described in Action item (registration, abstract submission, etc.).

3.7 Fee, Travel cost estimate, Reach

As the project is on tight budget, we also collect indicative participation fee (in € per person) and estimated travel cost for participation at the event (in € per person). The costs are rough estimates that enable us to select events that are affordable at certain development stages of the project.

Reach of the event is specified in the estimate of the number of people that can be reached at the event.

3.8 Participant, Objectives

This data is entered for event where we participated. Participant may be one of project co-workers, later this may include also partners.

Objectives and Action items are actually separate documents. Objectives of the event participation are specified before participating in the event and should include the goals that we want to achieve during the event participation. This may include a list of particular customers that we will meet and types of other people / companies that we will try to meet.

4 Calendar maintenance

Important events calendar will be regularly maintained at project's SVN Repository. In general, it can be augmented, modified and maintained by all project participants working on the project. A **designated editor** will be appointed that will assure the consistency of the data in the file. Partners are encouraged to inform each other on interesting events by entering them in **Important events calendar** file directly or via email to the designated editor.

Events calendar will be discussed at the steering committee meetings at least every four months.

5 Important Events Calendar as of 30-Nov-2013

The table published here is a snapshot of the table which is a living document. The space constraints make this copy quite unreadable and the reader is referred to the full up-to-date table either on the internal pages or on the project web site.

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
Cf	BG	2nd Biogas Conference	EBA	http://www.biogasconference.eu/2013/1/06/press-release-conference/	EU	Netherlan ds	Egmond aan Zee	30.09.14	01.10.14	Biannu al event	MI							
Cf	BG	International Conference: Progress in Biogas III	IBBK	http://www.progress-in-biogas.com/#/	EU	Germany	Stuttgart	10.09.14	11.09.14		MI	16.12.13	Abstract submissio n					
Cf	BG	Nordic Biogas Conference, NBC 2014	SGC+avf allnorge+ SORPA+ Branchef oreninge n for Biogas+B ioNova+E nergigas Sverige	http://nbc.sorpa.is/nbc/	EU	Iceland	Reykjavik	27.08.14	29.08.14		MI							
E	BG	UK AD&Biogas 2014	ADBA	http://adbiogas.co.uk/uk-ad-biogas-2013/uk-ad-biogas-2014/	EU	Great Britain	Birmingha m	02.07.14	03.07.14		MI							
CfE	A	European Biomass Conference and Exhibition	etaFloren ce renewabl eEnergie	http://www.conferen ce-biomass.com/Home.404.0.html#.UnjF_Pkz3	EU	Germany	Hamburg	23.06.14	26.06.14		MI	24.04.14	Registrati on	425				

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
			s	L8														
E	W WT	10th International Recycling, Environmental Technologies & Waste Management Trade Fair	IFO	http://www.rewistanbul.com/index_en.php	AS	Turkey	Istanbul	08.06.14	10.06.14		MI							
E	W WT	ECWATECH 2014	IEC	http://www.ecwatech.com/2014/index.php?lang=en	AS	Russia	Moscow	03.06.14	06.06.14		MI							
E	BG	ExpoBiogaz	EnR BIO	http://www.expo-biogaz.com/	EU	France	Paris	03.06.14	05.06.14		MI							
Cf	BG	International Conference on Renewable Energy Gas Technology, REGATEC 2014	Institute for Biogas, Waste Managa ment & Energy+ Renewab le energy technolo gy internatio nal Ltd	http://regatec.org/	EU	Sweden	Malmo	22.05.14	23.05.14		MI							
Cf	W WT	Waste Management 2014	Wessex Institute of Technolo gy	http://www.wessex.ac.uk/14-conferences/waste-management-2014.html	EU	Italy	Ancona	12.05.14	14.05.14		MI							

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
E	W WT	Aquatech India 2014	Aquatech	http://www.aquatechtrade.com/india/Pages/homepage.aspx	AS	India	New Delhi	06.05.14	08.05.14		JL							
Cf	A	European Algae Biomass	ACI	http://www.wplgroup.com/aci/conferences/eu-eal4.asp	EU	Spain	Seville	06.05.14	07.05.14	annual; MI All-Gas Project Site Visit								
E	W	IFATresources.in novations.solutions	Messe Munchen	http://www.ifat.de/en	EU	Germany	Munich	05.05.14	09.05.14		MI							
Cg	BT	7th Annual world congress of Industrial Biotechnology 2014 (IBIO-2014)	BIT Congress Inc.	http://www.bitlifesciences.com/ibio2014/	AS	China	Dalian	25.04.14	28.04.14		JL							
Cf	BM	European Biomass to Power	ACI	http://www.wplgroup.com/aci/conferences/eu-ebp4.asp	EU	Denmark	Copenhag en	01.04.14	02.04.14		MI							
E	W WT	AsiaWater 2014 - Asia`s No.1 Water & wastewater Industry Event	UBM Asia	http://www.asiawater.org/	AS	Malaysia	Kuala Lumpur	19.03.14	21.03.14		JL							
CfE	BG	BIOGAS Annual Conference and Trade Fair	Fachverb and Biogas e.V.	http://www.biogastagung.org/en/	EU	Germany	Nurember g	14.01.14	16.01.14		MI							
CfE	W WT	11th EverythingAbout Water Expo	Everything about water	http://www.eawater.com/expo/	AS	India	Delhi	09.01.14	11.01.14		JL							

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
		2014 International Exhibition & Conference																
Cf	W WT	WTR INDIA 2013	Radeecal communi cations	http://radeecal.in/WTR-india-2013.html	AS	India	Mumbai	18.12.13	19.12.13		JL							
Cf	A	EABA assembly	EABA	http://www.eaba-association.eu	EU	France	Paris	13.12.13	13.12.13		NTG			50	400	50	Robert Reinhardt	Introduc tion to the project
CfE	W WT	Kuwait WaterTech Conference & Exhibition 2013	ProMedia	http://www.promedia.kw.com/2012/water/	AS	Kuwait	Desman	11.12.13	13.12.13		JL							
Cf	W WT	VII World Aqua Congress (WAC) 2013	AquaFou ndation	http://www.worldaquacongress.org/	AS	India	New Delhi	11.12.13	13.12.13		JL							
CfE	A	Pacific Rim Summit on Industrial Biotechnology and Bioenergy	BIO	http://www.bio.org/events/conferences/breakout-program-0	NA	USA	California	08.12.13	11.12.13		JL							
Cf	BG	13th Austrian Biogas Conference	arge	http://www.kompost-biogas.info/index.php?option=com_content&task=view&id=915&Itemid=493	EU	Austria	St. Polten	04.12.13	05.12.13		MI			160				
Cg	A	7th International Algae Congress	DLG	http://www.algaecongress.com/International	EU	Germany	Hamburg	03.12.13	04.12.13	low fee?	MI			875				

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
				al-Algae-Congress-2013/page/3789						Should go								
Cf	W WT	Water Expo China + Water Membrane China 2013	eco expo asia	http://www.waterexpo.com/	AS	China	Beijing	02.12.13	04.12.13		JL							
CfE	W WT	WATEC Israel 2013	kenes exhibitio ns	http://www.watec-israel.com/	AS	Israel	Telaviv	22.11.13	24.11.13		JL							
Cf	A	Bioenergy Commodity Trading 2013	ACI	http://www.wplgroup.com/aci/conferences/eu-eet3.asp	EU	Belgium	Brussels	20.11.13	21.11.13		JL							
E	W WT	2013 China International Wastewater Treatment Chem Exhibition	ICIF	http://www.icif.cn/	AS	China	Shanghai	12.11.13	14.11.13		JL							
E	BG	Agri Technica	DLG	http://www.agritechnica.com/home-en.html?&L=9	EU	Germany	Hannover	12.11.13	16.11.13	9-18h; biannu al event	NTG			19	250	200	Lea Lavrič, Bogda Svete c, Rober t Reinh ardt, Marjet a Resnik	Conta cts with poten tial partne rs- bioga s plant opera ters and builde rs;

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
																		marke t analys is; gather ing informa tion about legisla tion
Cf	BG	9. Biogastagung Dresden	Forum für Abfallwir tschaft und Altlasten e.V.	http://faa-tagungen- dresden.de/9- biogastagung- dresden/	EU	Germany	Dresden	11.11.13	12.11.13	We are MI going to Agri Techni ca								
Cf	BG	Strokovna gospodarska delegacija Bioenergija v proizvodnem sektorju	renac		EU	Germany	Munich	11.11.13	14.11.13		MI							
Cf	W WT	Aquatech Amsterdam 2013	Aquatech	http://www.aquatech trade.com/amsterda men/Pages/default.as px	EU	Netherlan ds	Amsterda m	05.11.13	08.11.13		JL							
Cf	A	Carbon Dioxide Utilisation Summit 2013	ACI	http://www.wplgroup .com/aci/ crosslink/r egister.asp?intSitePag eId=9002	EU	Belgium	Brussels	30.10.13	31.10.13		JL							

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives	
CfE	A	6th Algae World Asia	Centre for Management Technology	http://www.cmtevents.com/aboutevent.aspx?ev=131046&	AS	Thailand	Bangkok	28.10.13	29.10.13		JL								
CfE	W WT	Green Middle East 2013	Expo Centre Sharjah	http://www.green-middleeast.com/	AS	United Arab Emirates	Sharjah	28.10.13	30.10.13		JL								
CfE	A	Australia Biotech Invest 2013	Beacon	http://ausbiotechinvest.com/	OC	Australia	Melbourne	28.10.13	29.10.13		JL								
Cf	W WT	Fourth International Conference on Small and Decentralized Water and Wastewater Treatment	University of Thessaly	http://www.environmental-expert.com/events/fourth-international-conference-on-small-and-decentralized-water-and-wastewater-treatment-14947	EU	Greece	Volos	25.10.13	27.10.13		JL								
CfE	W WT	7th European Waste Water Conference & Exhibition 2013	aquaenviro	http://www.ewwmconference.com/	EU	UK	Manchester	14.10.13	15.10.13		JL								
Cf	A	Conference on Carbon Dioxide as Feedstock	nova-Institut GmbH	http://www.co2-chemistry.eu/home	EU	Germany	Essen	07.10.13	09.10.13	Should get more info	JL								
CfE	A	Algae Biomass Summit	ABO	http://www.algaebiomasssummit.org/ema/DisplayPage.aspx?pa	NA	USA	Florida	30.09.13	03.10.13		JL								

Cate gory	The me	Event	Organize r	Contact web	Cont inent	Country	Location	From	To	Notes	Imp orta nce	Importa nt date	Action item	Fee	Travel cost estim ate	Reach	Partici pant	Objec tives
				geld=Algae Biomass Summit														
W	A	Algae Cultivation, Harvesting, Extraction Technologies and Networking Workshop	NAA	http://www.nationalalgaeassociation.com/	NA	USA	New Jersey	27.09.13	27.09.13		JL							
S	A	4th Croatian Botanical Symposium with international participation Split 2013	Croatian botanical society	http://mapmf.pmfst.hr/4hbs/index-eng.html	EU	Croatia	Split	27.09.13	29.09.13		JL							
CfE	A	Clean Energy Expo Asia	koelnmesse	http://www.cleanenergyexpoasia.com/	AS	Thailand	Bangkok	25.09.13	27.09.13		JL							
Cf	W WT	2nd Low Energy Wastewater Treatment Systems Conference	Cranfield University	http://www.environmental-expert.com/events/2nd-low-energy-wastewater-treatment-systems-conference-14443	EU	UK	Solihull	24.09.13	24.09.13	Should get more info	JL							
W	A	Advanced Oil Processing - Europe	ID&A	http://www.smartshortcourses.com/oilprocess10/index.html	EU	Germany	Munich	18.09.13	19.09.13		JL							