



25 February 2002

BANZ 2002 Target Action Plan

The Bioenergy Association of New Zealand has prepared an Action Plan of activities it believes should be undertaken during the year. These activities have been grouped around the management structure of the Association to assist in identification and monitoring of achievement. The Plan will be revised periodically but specifically every six months.

The Plan is a target of activities that the Association believes need to be undertaken if the objectives of the Association are to be achieved.

The activities in each workstream category are prioritised, however while there is linkage between the workstreams, there is no relativity of priorities between the workstreams. Implementation of activities will depend on the availability of funding and the Association's perceived priorities at the time of commitment.

Funding of activities will have to be sought from external sources to supplement that provided by the Association. This will be undertaken by collaboration with government agencies and individual companies. BANZ will also work closely with researchers and other parties who also have incentives to promote and undertake specific activities.

BANZ welcomes contributions from members and potential researchers in the form of comment, advice, collaboration and proposals for funding. Achievement of the BANZ objective depends on active involvement from members.

Objective

The principal objective of the Association is to undertake actions that contribute to a doubling of the annual bioenergy production from woody biomass to 50PJ by the year 2010, and to increase the use of waste, energy crops and other biomass resources to provide heat, electricity and transport fuels as appropriate.

Opportunities

- NZ has a near unlimited amount of waste woody biomass that is available for conversion to bioenergy,
- The bioenergy market has experienced consultants, manufacturers, and other parties who can implement cost effective investment projects,
- There is a well established and historical use of bioenergy that provides a sound base for growth,
- The heat market is expanding, and particularly with the forest processing industry, provides opportunities for growth.
- There are new evolving markets involving energy forms such as ethanol and biodiesel

Barriers

- The most significant barrier to uptake of bioenergy is the high cost relative to alternative energy sources,
- There is a need for more detailed information to be available to potential investors on the economics of bioenergy in the form of case studies, handbooks and good practice guides,
- The industry is characterised by having a large number of small and medium sized companies who lack the financial ability to undertake good applied research on fuel handling and conversion plant issues,

Strategy To Achieve Objective

To increase the uptake of bioenergy by;

- improving the knowledge and experience base for potential and existing bioenergy plant investments by collectively sharing the cost.
- undertaking collective market research, identifying barriers to growth and assisting members overcome these barriers.

Target Action Plan

Research Programme

Objectives.

- Establish priorities for research that supports the lobby, training and promotion activities of the Association
- To undertake research that provides common value and spreads the cost over a number of parties.
- Establish a research programme that has a balanced portfolio between members short term requirements, and long term industry goals.

Actions

January - June

- Review and report on current research activities being undertaken by all NZ based bioenergy research establishments.
- Review international bioenergy research activities and advise on those of relevance to NZ.
- Establish the draft BANZ Research Programme.
- Write to all potential and current members seeking topics for the research programme encompassing bioenergy technologies, biomass utilisation and gathering of relevant industry data. (This includes all forest processors, bioenergy consultants, and bioenergy researchers and links to the membership drive).
- Proactively promote the BANZ research programme to both researchers with proposals, and members who have common issues to be addressed. (By proactively seeking topics for research, members and potential members will continually be reminded of the programme and thus some of the benefits that they can achieve from membership).
- Collate a list of research requirements to identify the need for funding and to demonstrate to funding agencies that there is a body of research not being addressed. (This may also encourage potential researchers to put funded projects together).
- Establish BANZ as an advisor to FoRST on research priorities.
- Compile a database of bioenergy plant in NZ.

- Compile a database of heat plant (all fuels) to assist in development of a market development plan and identification of opportunities for fuel substitution.
- Review international state-of-the-art bioenergy plant of relevance to NZ. (include different scales and feed systems). Compile from the review a short version guide for members.
- Assist securing funding for a joint BANZ/Forest Research/EHMS project to undertake a suite of Wood Processing Energy Case Studies.
- Commission benefit analysis research on carbon sinks / offsets relevant to bioenergy.
- Compile position paper with summary of key facts to assist BANZ respond to climate change policy initiatives.
- Identify and commence a workstream of research on biofuels (tallow, ethanol, biodiesel) for transport.
 - Review of overseas activities.
 - Scoping study of barriers and opportunities within NZ
 - Establish research programme.
- Undertake a review of overseas initiatives for increasing the uptake of bioenergy.
- Establish a strong relationship with the IEA bioenergy programmes so that international information is made available to members.

July – December

- Revise and update the research programme.
- Support an update seminar on the Forest Research research work being undertaken for FoRST.
- Compile information on transformation technologies for utilising bioenergy resources.
- Prepare a supply curve for heat derived from bioenergy.
- Identify and commence a workstream to promote the use of bioenergy as a low temperature energy source.
- Prepare a Handbook on Bioenergy Investments for wood processors, potential energy plant owners and biofuel suppliers
- Establish a programme of work to produce information for good practice guides.
- Hold a biomass combustion seminar/conference around Nov in collaboration with IEA Task 32 Biomass Combustion. (The Task 32 people have been invited to NZ but is to be confirmed).
- Identify research that supports the use of bioenergy for cogeneration applications.
- Identify research that supports the use of bioenergy for district heating in NZ.
- Identify research that supports the use of bioenergy as a renewable source of hydrogen.

Information Programme

Objectives

- To have an Information Programme that supports the value proposition to potential members and encourages them to join.
- To provide shared funding, mechanisms and a programme of obtaining, storing and disseminating bioenergy information to members.

Actions

January -June

- Establish formal alliance with British Biogen, Bioenergy Australia and other national associations and procedures for exchanging information.
- Establish monthly E-newsletter for members and prospective members, (internet based news service for members, Items of news, publications etc forwarded to Executive Officer / *EnergyLibrary* for a monthly email distribution).
- Contract EO and *EnergyLibrary* to proactively seek for the E-Newsletter;
 - items of news,
 - up-to-date information from other bioenergy organisations.
 - publications / conference papers etc
- Establish procedure for reporting results of activities to all members in succinct format with subsequent access to full reports.
- Establish procedure for communicating Steering Committee or Board highlights / actions to members through E-newsletter.
- Contract *EnergyLibrary* to obtain specific periodicals that will be available to members to borrow.(Table of contents of periodicals will be circulated with E-Newsletter).
- Contract EnergyInfoNZ(www.energyinfonz.com) to maintain an electronic directory and repository for useful information and links to information on bioenergy. (Newsletters and other useful information would be stored for an appropriate period and used for promotion of BANZ).
- Review the Forest Research proposal for an overseas study tour.
- Establish a seminar programme (4 seminars though out the year).
- Compile a collection of handbooks, case studies and good practice guides from overseas sources.
- Prepare an information / analysis package on the economics of collection and preparation of forest residue as a biofuel.

July -December

- Identify how the website can be expanded to provide greater information to members.
- Establish a work stream to prepare a suite of handbooks, case studies and good practice guides relevant for NZ. (These may be able to be modified from the overseas material collected earlier).
- Review the Forest Research proposal for establishment of a Bioenergy Centre of Expertise or Knowledge Centre.
- Establish and organise a regional technical meeting programme.
- Review overseas experiences, trends and technologies for a report and seminar to provide members with a view forward.

BANZ and Bioenergy Promotion

Objective

- To undertake promotional activities that encourage new members and in particular to see value in becoming corporate members,
- To share the costs of promotion of bioenergy and participating members capabilities at conferences, seminars etc.
- To orchestrate media publicity that gives BANZ and members a high profile with potential and existing bioenergy sector players,

Actions

- Establish BANZ website (done)
- Send regular newsletters to potential and existing members,

- Identify information that can be sent to potential and existing members that encourages them to see value from membership.
- Identify the BANZ market for all activities.
- Approach IEA to see how joint activities can encourage membership.
- Prepare a media kit on bioenergy in NZ.
- Compile a collection of photographs that may be used by the media to support articles.
- Prepare display material that is suitable for a range of conferences and seminars.
- Prepare a directory of industry participants summarising products and capabilities.
- Hold a workshop in conjunction with FIEA Wood Wastes 2002 – Residues to Revenues conference (3 May).
- Organise significant presence at the 2002 Bioenergy Australia conference.
- Arrange for an article on BANZ in Pine magazine,
- Arrange for an article in NZ Forest Industries magazine.
- Identify other magazines that will accept promotion of BANZ by way of articles.
- Arrange for a shared display stand at the Forest Industries Trade Show (14-16 March).
- Organise for a significant presence at the 2002 Third Energy Conference.
- Organise for a significant presence at the CAE Distributed Generation Conference.

Government Policy,

Objective

- To assist Government establish policies that are in the interest of the bioenergy industry.
- To advocate policy issues to local, regional and central government officials and elected representatives, as well as to regulatory bodies, industry groups and other interested organisations to raise awareness of the benefits of bioenergy.

Actions

January - June

- Respond to the synthesis document by 22 January (done).
- In collaboration with the FR Climate Change Forum assist EECA with the consultation process for the renewable energy targets & mechanisms (ie co sponsor a meeting in April).
- Prepare a BANZ position on the preferred initiatives for promoting bioenergy on a sector alone basis.

July – December

- Promoting the use of bioenergy to councils in their regional plans, and by participating in regional resource assessments.
- Identify export opportunities for bioenergy and assist Government to develop policies to support this.
- Facilitate synergies that link bioenergy projects with the Kyoto Protocol mechanisms and carbon trading.

BANZ Management and Operations

Objectives

- Build the membership so that BANZ has a credible presence and support base to assist its financial viability,
- Secure adequate funds through membership and activities that allows BANZ to be effective and achieve its objectives including employment of a part time Executive Officer,
- Establish communication with members that ensures they are fully informed and engaged with BANZ activities in order that each considers that they receive good value for their membership fee.

Actions

January - June

- Hold a management meeting at least monthly.
- Prepare and publish a brochure on BANZ that can be distributed at conferences etc.
- Finalise membership classes and application form.
- Establish a Yahoo email group.
- Establish contract for employment of part time Executive Officer
- Establish a contacts and membership database.
- Contract with *EnergyLibrary* for provision of accounting and administrative services (include clarity of liabilities and responsibilities).
- Hold AGM on 3 May 2002
- Establish a mechanism for funding activities.
- Establish procedures for the website management