Summary of presentations in Malmö, April 2024

# Regional long term biogas network

#### Johannes Elamzon, Länsstyrelsen Skåne, Sweden

Identification of main regional problems: CO2 emissions connected transport and the use of natural gas in industries.

Aim: To stimulate a growth of local market for biogas and the

Target: Through strong network of stakeholders. Driving forces: an ability to press politicians as a united front.

Organisation: network coordinator, steering group, and network members. The group work with a 2 year action plan which plans out the work through lobby/knowledge work, individual counseling, network meetings, specific conferences as well as project.

## Tools used:

### Mapping and visualization of the stakeholder system

A puzzle was laid out of how the biogas ecosystem could look like. It covered all crucial stakeholders, from farmers to gas distribution companies as well as municipalities and the academy.

Looking at puzzle makes it easy to understand whom we need to select from each segment. Strategic stakeholders and companies were then recruited for the network. Puzzle is used as well to illustrate importance of all kind of stakeholders while talking to any potential member

Lobby and capacity building work

* conference for biogas companies (producers), politicians and industry companies (consumers), resulted in building a pressure on national politicians.
* conferences with exhibitions of biogas driven trucks for stakeholders in the transport business. Today 13 % of new trucks are run by liquid biogas.
* meetings on different levels: individual counseling, network meetings, specific conferences as well as project
* mitigating risks for producers by stimulating municipalities to invest in biogas: switching to biogas driven vehicles, purchase of biogas instead of fossil gas in heating
* bringing authorities on all levels together with the purpose of building knowledge and guidance on permits

## Lessons learned:

* Local or regional authorities/organizations can’t make change of their own. All stakeholders are needed to build a working system.
* Understand the actors, stakeholders, and their motivations to be able to satisfy their needs.
* Adapt on demand- with time going the needs of network and stakeholders are changing.
* Use the different skills and knowledge of different actors to build capacity of the network.

# Result-oriented lobbying

#### Kees Boer, Municipality of Hoogeveen, NL

Result-oriented lobbying with 9 steps

Lobbying is not the best way for every cause. But it is a good tool when you can’t do it alone because of limited resources, when you don’t own the decisions making, when rules and policies are hard to work with and you need to scale up your cause.

## **Step 1:** focus withing your own organization.

Focus within your organization is very important. Long time commitment is a key aspect, nothing happens in a week. To make a strong position on where you are going helps you lobby.

## **Step 2:** decide on the objective. Wwhat do you need to change and why and when.

The objective is composed of:

-what you want to change, action to take must be clear

- for whom: whom you represent/beneficiaries

- to whom: target- who is the decision maker of the case?

- scale: how large the change should be

- time frame: timing including the decision-making process

Also important: Make sure that lobby objective harmonizes with objectives of your own organization. Try to find win-win/mutual gains and be solution oriented.

## **Step 3:** Know your beneficiaries.

Who is supporting you benefits from your cause? What is their interest, their view of you and your goal. Knowing you beneficiaries and find gains for them as well for exchange of benefits is key. The image they have of your organization and how the cause might benefit them are useful things to know. Make a row when needed! Keep them updated on strategy, progress, outcomes.

## **Step 4:** Know you target.

Who are your decision makers and what goals and interest they have? Understand the decision making process and relevant procedures. How decision makes perceives you and your beneficiaries?

Other important steps are understanding your own organization, your enemies, making the lobby plan, and setting the monitoring of progress.

## Lessons learned

Even a small town can make a big change, with a concreate lobby plan. It’s not about size but about motivation. Seeing other perspectives were a big part of the success.

Lobbying for something else than money might bring easier results. A big part of lobbying is finding out what others knows about you cause- often it is wrong picture they have.

Long term commitment where the challenge it to persevere. There are many thresholds to step over, when you win one the next is coming.

# Review EHRIN Meeting, Hannover - Arne Gisewski, Office for Regional Development Leine-Weser

#### Arne Gisewski, Office for Regional Development Leine-Weser

Stakeholder networks at different levels.

In preparation for the Hannover meeting a great deal of things were considered to create a good meeting for networking and making connections between participants.

## Lessons learned

### What to do more of for good networking:

* Personal invitations, so they know they fit into the discussion and reduce the fears of languages barriers.
* Make a non-formal frame to relax participants. Examples: informal dinner, poetry slam, many coffee breaks.
* Small groups for workshop to increase participation.
* Have a “plan-b” to get the discussion started
* Use social media

### How to overcome language barriers?

How to get people to talk to persons they don’t know. 🡪 Informal settings can help integrate and get to know each other. Buss in Germany and city tour in Malmö. Its not just for fun but to foster business.

The organizers can help with integrating new people and making new connections.

## Ensure participation

How to get everyone to participate in the whole program as the social aspects are important. How to get everyone to connect with contact info 🡪 webbsite.

# Working with energy efficiency networks for industries

#### Ingela Valeur, Länsstyrelsen Skåne

The goal of networks was to increase the energy efficiency in companies through systematic and structured energy work. This was done as a step towards the regional energy and climate goals.

## Ensure participation

The business motivation was an important factor in inciting the participation of companies. These include decreased energy costs, more efficient energy use, increased competitiveness, and reduced vulnerability to increased energy prices.

For recruitment to the networks a series of unique selling points have been prepared.

## Work approach of the network

Participation in the network starts with an energy audit by an energy expert who gives individual advice and support to create a structured energy work. A key part of the networks is participating in visits at each other’s companies. Which is very important for the exchange of experience between them.

## Effects of the network

Positive side effects from the networks include improved network of contacts, new business between participating companies, bringing energy issues to the agenda of management and increased understanding between different actors.

## Ensure participation over time

To keep the engagement in the networks high finding themes that are relevant and interesting is a great aspect. Themes are the voted on by the group, themes with a high energy saving potential are suggested as well as workshops for sourcing the needs and wants from participants.

A challenge within this network is how to bring knowledge in the diverse group of companies and professions. For the meetings it is important to find a common language, different professions in the companies talk different languages. So that everyone understands and can contribute. A positive difference is having different types of companies as they often use the same energy intensive support processes.

To create interest and motivation the network uses:

* themes prioritized by participants,
* opportunities to visit each other’s companies,
* clear rules for what is shared at meetings to build trust and confidence, "high ceilings and thick walls“.

To build interest within participating companies, sharing knowledge from the network to build engagement and awareness are good steps to take. As well as having clear goals and milestones, follow up of implemented measures and celebration when success is achieved.

## Q&A:

How many companies? 25

What kind of fees do the companies pay for participating? 15 000 kr, for the energy expert advice.

How do you interest companies who don’t have time for the network? The threshold is high just to get started, lots of information and good example are important.

# Focus on hydrogen stakeholders

#### Philip Smart, Aberdeenshire Council

Our main focus is to make the hydrogen system move forward. We don’t claim ownership to it we just want it to grow and make the region a hydrogen region as it has been an oil and gas region before.

Considering how the oil and gas industry grew, there was no organization the business grew from leaders and stakeholders following, maybe we are wrong to meddle.

## Role of public sector

Public sector should only step in when the market fails. The sector creates a vision for how the branch might look and the companies can pick and choose from that.

To not interfere in the natural development of the market by companies the public sector can instead focus on building an ecosystem in the region for all the needs of the hydrogen system. For example, making sure technicians and the knowledge are available when needed.

Misinformation can spread and is hard to undo which hinders growth and development. We need to share more information because no information is also misinformation. Decisions can’t be made in a vacuum.

## Work approach of the network

A technique we have used is finding leaders in areas where we want to spread knowledge about hydrogen. We then ask them to invite their people to a meeting that we arrange but they set the agenda. They have the “pull” that makes people show up and can bring an agenda of questions that are relevant to their branch of industry.

Private sector isn’t interested in free money, they want information on their plan and vision for the hydrogen sector.

# Wrap up. Happy Land- a common vision of work

#### Marike Hoeksta

Practice- Making physical examples that people can visit and see how this may bring the value. It attracts all kind of actors.

Security and economic growth are also important factors.

Making a plan and celebrating small steps in a complex and long-term process.