



# **Market Transformation Plan, Region of Crete – Regional Energy Agency of Crete**

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# 1. Introduction

## 1.1. BIOSIRE project

BIOSIRE aims to establish a shift towards bio-diesel and electric propulsion for fleets, ships and special vehicles in tourist areas in Spain, France, Greece, Italy, Croatia and Austria. The consortium is composed of regional authorities of tourist areas, energy agencies and research and consultancy organisations specialised in energy, agriculture and transport.

BIOSIRE local actions are directed at market transformation and changing the behaviour of fleet operators, tourists and residents, farmers and the potential suppliers of used cooking oils. These actions cover the full production and distribution chain.

During the first project year, on the regional level, the stakeholders have been identified and local working group meetings and a local workshop were organised to prepare the market transformation

This Market Transformation Plan has its focus on the region of **Crete**. A similar plan is produced for the other five regions in the BIOSIRE project.

All deliverables and other information on the BIOSIRE project can be found at [www.biosire.eu](http://www.biosire.eu).

## 1.2. Scope and approach

The market transformation plan summarizes the conclusions from the first activities on the local level and provides a detailed planning for the coming phase.

Crete is an insular Greek region which is non-connected with the mainland electric grid. Therefore, the energy management is more complicated in Crete compared to other Greek regions in the mainland. The development of Renewable Energy Sources in Crete is very impressive taking into account that the share of R.E.S. in the production of electricity is more than 13%.

The Greek legislation for biofuels has adopted the EU Directive 2003/30/EC since 2005 by the Law 3423/2005 "Insertion of Biofuels and other Alternative Fuels in the Greek Market". The current biofuel which is distributed in the Greek market is Biodiesel. The distribution of biodiesel is implemented through the Greek refineries. There is a specific procedure which defines the biodiesel quantities which every biodiesel company can sell to the refineries. Biodiesel is mixed with diesel and is distributed to the petrol stations and finally to the end users.

In Crete there is not – yet – any biodiesel production plant and the possibilities of having energy cultivations is extremely limited, but there are used cooking oil collection companies which cooperate with biodiesel production plants in the mainland. The regional potential of used cooking oil production – mostly by restaurants, hotels, canteens, fast-foods etc. – is very impressive mainly due to the extensive tourism.

The main goals of the Region of Crete – Regional Energy Agency of Crete (REAC) in the BIOSIRE context - are:

1. Particular “approach” and cooperation with used cooking oil producers
  - a. Hotels
  - b. Restaurants – Fast Foods – Canteens etc.
  - c. Households
2. Support and cooperation with all the current used cooking oil collection companies.
3. Extension and transformation of the used cooking oil market by creation of new used cooking oil collection companies and by setting transparent market rules.
4. Connection of the Cretan used cooking oil Market with the National Biodiesel Network.
5. Motivation of the National Biodiesel Network for implementing pioneer - pilot activities of biodiesel use in Cretan transport sector.
6. Support and guidance of Cretan key – actors for exploiting financial opportunities in order to implement demonstration activities of biodiesel use in cooperation with biodiesel companies.
7. Localization – information of specific users of electric vehicles: municipalities (tourist and historical centers), big hotels, big companies (demonstration activities), car dealers etc.
8. Information and contacts with Wind Parks operators / owners about the possibility of using “rejected wind produced electricity” for operating “green electricity cars”
9. Specific consultation of all local key – actors for the articulation of the demonstration activities providing also useful techno-economic elements.
10. Large-range Information Campaigns of great impulse
11. Raising awareness of all the related target groups, from the producers to the end-users. Implementation of sequential promotional activities.
12. Ensuring of the long – term regional impulse of the demonstration activities.

## 2. National Market Framework

### 2.1. Existing legal framework

The basic Legal Framework for the **Collection of Used Cooking Oil** is described by the following legislation:

1. Law 2939/2001: "Packaging and Alternative Management of Packaging and Other Products. Establishment of the National Organization of Alternative Management of Packaging and Other Products."
2. Ministerial Decree 50910/2003: "Measures and Preconditions for Waste Management – National and Regional Planning for Waste Management."

The basic Legal Framework for **Biodiesel** is described by the following legislation:

1. Law 3054/2002: "Set-up of the Fuels Market and Other Arrangements."
2. Law 3423/2005: "Insertion of Biofuels and other Alternative Fuels in the Greek Market."
3. Law 3340/2005: For the Protection of the Capital-Market by Actions of People which have Privileged Information Access."
4. Law 3653/2008: "Institutional Framework for Energy and Technology and Other Arrangements."

The basic Legal Framework for **Electric / Hybrid Vehicles** is described by the following legislation:

1. Law 2052/1992 (Article 2)
2. Law 2459/1997 (Articles 5 & 6)
3. Law 2682/1999 (Article 2)
4. Law 2960/2001 (Article 121)
5. Decree 1889/2003 of the Directorate of Road Construction Works Studies/Research

According to the above regulations, the electric and hybrid vehicles are:

1. Exempted from the special registration tax as it is imposed to all other private use cars
2. Are also exempted for its life from the yearly circulation taxes.
3. Are excluded from the restrictive meters of circulation, where these are applied.

The first “**National Incentives**” for biodiesel have been integrated in the Law 3340/2005. It defines the quantities of biodiesel per year:

1. Year 2005: 51.000 (thousands liters)
2. Year 2006: 91.000 (thousands liters)
3. Year 2007: 114.000 (thousands liters)

which are tax-exempted by the “Specific Consumption Tax”.

The tax exemption is considered as an important incentive for the insertion of biodiesel in the Greek Market for the first three years (2005-2007).

In spite of the initial tax exemption, biodiesel has faced “**Constraints**” to the extensive distribution to the end users within the national market. The National Legislation & Regulations don't permit – yet – the direct distribution of biodiesel to the end users (e.g. transport companies). The whole quantities of biodiesel have to follow a specific procedure:

1. Biodiesel is **produced** in biodiesel plants by imported seed oils or produced in mainland Greece
2. The interested companies participate in a “**Specific Bid - Evaluation Procedure**” supervised by the Ministry of Development
3. Afterwards, the **evaluation** defines the biodiesel quantities which each company can sell to the refineries
4. The companies deliver the aforementioned quantities of biodiesel to the **refineries**
5. Biodiesel is **mixed** with diesel in the refineries and is forwarded to the petrol stations as a mixture
6. Biodiesel is consumed in **transport** (end users) – as mixture – through the petrol stations

The above procedure, although adequate for introducing biodiesel to the fuel market, it doesn't give the opportunity for further development of biodiesel market. The competition of companies is only at the first stage of the market chain (at the “evaluation procedure” of the Ministry).

## 2.2. Institutional framework

The Region of Crete – Regional Energy Agency of Crete has organized a series of working meetings establishing contacts with **Public Authorities** related to the **National Policy** and also with **Regional and Local Management Bodies**. Specifically, contacts and meetings have been realized with the:

1. President of the “**Committee for Green Transport**” of the **Ministry of Transport & Communication**
2. Supervisor of the “**Directorate of Fuel Policy**” of the **Ministry of Development**
3. Supervisor of the “**Directorate for the Exploitation of Large Cultivations**” of the **Ministry of Rural Development & Food**
4. President of the “**Hellenic Institute of Electric Vehicles**”
5. Supervisor of the “**United Association of Municipal Waste Management of Crete**”
6. Supervisor of the “**Inter-Municipal Enterprise of Waste Management Bodies of Chania**”
7. President of the “**Public Bus Company of Eastern Crete**”
8. President of the “**Car Dealers Association**”

The **outcomes** of the above bilateral communications are:

1. The “**Green Vehicles**” are under the priorities of the Minister of Transport & Communication.
2. The Ministry of Transport & Communication examines current financing opportunities (European and National) for funding the integration of green vehicles in public transport e.g. **hybrid bus**.
3. “**Electric Vehicles**” and “**Hybrid Vehicles**” – also hybrid taxis – have special privileges e.g. tax exemptions, exemptions of traffic restrictions.
4. The existing incentives are not enough for the further use of electric (and hybrid) vehicles and there are no public facilities – except the pilot & private ones – for **recharging** these vehicles.
5. **Municipalities** examine the possibility of electric mini-busses and other electric vehicles at historical, archeological sites and city centers.
6. The Ministry of Development and Ministry of Economics have approved a tax exemption of biodiesel for three years (2005-2007) in order to support the insertion of biodiesel in the Greek Market.

7. The ministerial programme “EXIKONOMO” (Save) motivates Municipalities to implement innovative activities – also in **Transport Sector** – with a subsidy of 70%.
8. The “Community Support Framework” also includes the implementation of innovative activities in Transport Sector with the Support of the Ministry of Development.
9. The development of Biodiesel Companies in Greece has exceeded the initial estimations. The capacity of these companies is much higher than the estimated one and therefore the current legislation is out of date.
10. Taking into account that the **direct supply of biodiesel to the transport providers is not permitted**, it is not able to integrate in the National Market the whole biodiesel produced in Greece. As a result, many biodiesel companies export the rest of biodiesel in other countries.
11. A “Working Group” – within the Ministry of Development – examines the potential framework (preconditions, incentives, taxation etc.) for involving “Large Fleets” in an extra regulation for the consumption of biodiesel (big mixtures or even pure).
12. The Region of Crete – Regional Energy Agency of Crete has been invited by the Ministry of Development to participate in the next working group.
13. The energy cultivations are subsidized by the State until 2009. These subsidies – as an initial incentive – motivated – so far – many Greek farmers to adopt energy cultivations (sunflower seed, cottonseed etc.).
14. Despite the fact that from 2010 there is not going to be any subsidy for energy cultivations, there is an indirect support through the “Specific Evaluation Procedure” by the Ministry of Development for the allocation of biodiesel for each biodiesel company. The biodiesel companies which are supplied with vegetable oils by Greek Farmers, achieve bigger share of biodiesel for selling to the refineries.
15. The Collection of Used Cooking Oil is also foreseen – besides the national laws – by the Municipal Regulations. The Municipal Regulations foresees the prohibitions, consequences etc.
16. The main Municipal / Inter-Municipal Waste Management Bodies as well as other big companies (e.g. Supermarkets) are very willing to develop the collection of used cooking oil in Crete, but they have serious lack of information. They need support and guidance for the implementation of the collection.
17. There are also hotels in Crete – mostly big hotels – which have been certified with ISO 14001 / EMAS and have implemented relevant procedures of used cooking oil collection. These hotels can be exploited as best examples in Crete.

18. The Region of Crete – Regional Energy Agency of Crete has already provided information, guidance and support to the local & regional municipal organizations.

## 2.3. Market actors

1. Association of Restaurants / Restaurants
2. Stores / Food Providing Facilities (Campuses, Canteens, Shopping Malls etc.)
3. Union of Hotels / Hotels
4. Supermarkets
5. Households
6. Used Cooking Oil Collection Companies
7. Association of Biodiesel Companies / Biodiesel Companies
8. Union of Petrol Stations / Petrol Stations
9. Association of Car Dealers
10. Wind Parks Operators / Owners

The above actors compose the **strategic market actors** which the Region of Crete – Regional Energy Agency of Crete includes in the **local and regional market planning**. These actors almost compose the whole market chain. It has to be noticed that the Region of Crete – Regional Energy Agency of Crete achieves the interconnection between Public and Private Actors.

- The first five actors are urged to cooperate with the companies of used cooking oil collection with the provision of information and awareness campaigns, dissemination products and materials, contacts and meetings etc.
- The companies of used cooking oil collection are supported and guided in order to extent and ameliorate the procedure by the provision of best practices – technical information and solutions – contacts – meetings – workshops etc.
- A network – interconnection between the used cooking oil collection companies and the biodiesel companies is promoted, supported and established by realizing individual and also common activities e.g. official letters, contacts, meetings, workshops etc.
- The above list of market actors composes almost the full market chain. The refineries are intermediary actors between the biodiesel companies

& the petrol stations, and the final users of biodiesel (as a mixture) are the fuel consumers through the petrol stations.

- The wind parks operators / owners and the association of car dealers are key market actors in relation to the possibility of using “rejected wind produced electricity” for operating “Green Electricity Cars”.

## 3. Consultation key actors

### 3.1. Consultation process

#### – Local Working Group

The Local Working Group has been established in Crete after a gradual procedure of:

1. Official Letter by the Secretary of the Region of Crete to a wide group of potential participants (very important Key – Actors)
2. Official Letter by the Director of the Regional Energy Agency of Crete to the same group of key – actors
3. Establishment of contacts and meetings with the key actors
4. Interest for participation in the Local Working Group
5. Definition of the Local Working Group
6. Invitation for participation in the first official local working group meeting
7. Successful implementation of the 1<sup>st</sup> Local Working Group Meeting with the participation of the most important Key – Actors (5/12/2008)

The “Local Working Group” is composed by representatives from the:

1. Directorates of Transport / Prefectures’ Departments
2. Technical Centers of Vehicles Control / Prefectures’ Departments
3. Unions of Petrol Stations
4. Suburban Transport – Tourist Fleets
5. Urban Transport
6. Unions of Hoteliers
7. United Association of Waste Management of Crete
8. Inter-Municipal Enterprise of Waste Management of Crete

9. Inter-Municipal Enterprise of Waste Management of Tourist Municipalities
10. Municipalities
11. Incubator of New Enterprises of Chania
12. University of Crete
13. Association of Car Rental Companies

Beside the very successful implementation of the 1<sup>st</sup> official local working group meeting, the members are in continuous contact and cooperation with the Region of Crete – Regional Energy Agency of Crete for addressing the supply and demand side needs.

#### – **Bilateral Contacts**

During the **consultation process**, specific bilateral contacts have been implemented with the following stakeholders:

1. Mayors and Vice Mayors of thirteen (13) Key Municipalities
2. Presidents and Managing Directors of the respective “Water Supply and Sewerage Municipal Enterprises” of all Crete
3. Inter-Municipal Enterprises of Waste Management
4. Used Cooking Oil Collection Companies
5. Associations of Restaurants - Taverns
6. Unions of Hoteliers – Hoteliers
7. Supermarkets
8. Biodiesel Companies
9. Union of Petrol Stations
10. Transport Providers
11. Wind Parks Operators / Owners
12. Association of Car Dealers etc.

#### – **Local Workshop** <sup>[1]</sup>

The Region of Crete - Regional Energy Agency of Crete has organised a very **efficient workshop** in the framework of the subtask 3.1.2 Consultation with Key Demand and Supply Side Actors. The key theme of the workshop was the “**Collection of Used Cooking Oils**”. The registered participants represent the whole circle of the local / regional market:

1. Collectors of Used Cooking Oils
2. Representatives of Biodiesel Production Plants
3. Water Supplies and Sewerages Enterprises - Municipal Companies

4. Authorities for Environment and Health
5. Representatives of Relevant Companies (e.g. fat - used oil collection and filtering Systems)
6. Public Authorities responsible for the procedure of License and Control of the Used Cooking Oil Collection Companies
7. Representatives of Supermarkets
8. Representatives of Hotels etc.

Beside the normal presentations, we have discussed the opportunities, obstacles, policies, incentives, proposals – ideas etc. Briefly, the following themes are discussed:

1. The real needs of each local key actor (e.g. support of the procedure of used cooking oil collection, motivation of used cooking oil producers – e.g. restaurants – to cooperate with the collectors etc.)
2. The basic obstacles (e.g. lack of information – awareness, insufficient financing etc.)
3. The potential measures for facilitating the initiatives (e.g. motives for restaurants, hotels etc.)
4. The exploitation of current programmes – Combination with own initiatives – Sponsoring
5. The current legal framework and the need for strict adoption – implementation of the national legislation and the municipal regulations
6. The need for integration in the collection of used cooking oils – besides the restaurants – also other important stakeholders e.g. Supermarkets, Hotels and Households
7. The competition within the market of used cooking oil collection and the capacity of the regional market
8. Guidance and provision of best practices – good examples (e.g. successful procedures of used cooking oil collection, innovative use of biodiesel in fleets)
9. Assessment of best practices at European and Nation Level

## 3.2. Results from consultation

The main results for the consultation process are:

1. There is a very significant potential of used cooking oil in Crete, but the biggest share of this potential is unexploited.

2. The used cooking oil collection companies develop competitive methods in order to achieve bigger market share.
3. The integration of the used cooking oils in the production of biodiesel is very profitable.
4. The collection of used cooking oils is also a very profitable procedure.
5. A specific technology is developed in Crete by the implementation of used cooking oils collection.
6. The suppliers of used cooking oil (e.g. restaurants) are seeking for return – benefits and many of them choose the collection company according to the value or usefulness of the return – benefit.
7. There are also other suppliers of used cooking oil (e.g. restaurants) which choose the collection company according to the most effective collection mode.
8. The suppliers also demand to receive a certification in order to prove that they cooperate with a collection company. It has to be noticed that it is already foreseen by the legal framework and it is not optional.
9. Additionally, the used cooking oil collection company is also obliged to have a certification for defining the final destination of used cooking oils (e.g. biodiesel companies).
10. Despite the fact that there is not any biodiesel plant – yet – in Crete, the biodiesel companies from the mainland consider Crete as an important market of used cooking oils.
11. Before the consultation process, the basic supplier of used cooking oils in Crete was the sector of restaurants, taverns etc.
12. After the consultation process, the used cooking oil collection companies are approaching also other markets – which are suggested by the Regional Energy Agency of Crete – for instance households, supermarkets etc.
13. Tourism is also an advantage for the used cooking oil collection and therefore the collection companies have to exploit the whole tourist industry e.g. Hotels, Resorts etc.
14. The respective enterprises of the Municipalities (waste management etc.) already have an important mechanism which can be used for the implementation of used cooking oil collection. Nevertheless, they need the political decision by the Municipal Council – also great support for confronting the difficulties.
15. The results of the specific interventions of the Regional Energy Agency of Crete in the fields of political commitment are very successful.
16. There are some practical obstacles in the collection at public places with exposed tanks. Unprotected tanks with used cooking oil may cause accidents (e.g. by leaks of oil).

17. There is a gap of information - communication between the responsible authorities, the collection companies, the biodiesel companies and the restaurants, hotels etc. At the first (1<sup>st</sup>) Local Workshop organized by the Region of Crete - Regional Energy Agency of Crete, it was the first time which all the relevant bodies participated in a common event, having the opportunity to be informed for very important issues and to discuss all their obstacles, opportunities etc.
18. The procedure of "biodiesel distribution" - from the production to the final consumption - is inflexible and makes difficult the information of the general public as well as the transport providers (busses, taxis, trucks etc.).
19. The Network of Petrol Stations in Crete are committed that is able to undertake the distribution of pure or high blends of biodiesel in case that the legal framework permits it.
20. The possibility of a biodiesel production plant in Crete is a realistic approach and the Region of Crete – Regional Energy Agency of Crete encourages potential investors on this direction providing all the existing data, information etc.
21. All the relevant private and public bodies / organizations are informed – for the first time – in common events for the development of the "Electric Vehicles" in Crete.
22. The Region of Crete – Regional Energy Agency of Crete has achieved a great impulse taking also into account that this is the first organized approach of the chain at Greek regional level.

# 4. Market Transformation Strategy

## 4.1. Field of application

The Region of Crete – Regional Energy Agency of Crete has already implemented an innovative activity concerning the identification – verification – registration of the Used Cooking Oil Collection Companies in Crete. By this procedure, an official List of Authorised Companies will be developed. This is a very important - initial - tool in order to build the transparent and legal Market Transformation. So far, the situation of the used cooking oil collection was very confused. There was not effective communication – cooperation of the Public and Municipal Authorities. The “Inspection Mechanisms” were not corresponding to the current needs. The strategy which will follow is based on the following steps:

1. Wide Information – Awareness Campaigns in cooperation with the “Cretan Municipalities” and the respective “Water Supply and Sewerage Municipal Enterprises”. A specific “Information and Promotional Leaflet” – produced by the Regional Energy Agency of Crete – will be distributed within the “regular invoice envelops” (140.000 leaflets) at all Cretan households, restaurants, hotels, companies etc.
2. The Leaflet will urge the interested actors (general public, restaurants, hotels, supermarkets etc.) for contacting Region of Crete – Regional Energy Agency of Crete in order to be more informed for the procedure and to receive the full list of the Authorised Collection Companies in order to increase significantly the collection of used cooking oils.
3. For the first time in Crete (also in Greece), a reliable public body (REAC) will inform all the relevant actors for the complete details of the procedure of used cooking oil collection and for the full list of the authorized collection companies which are involved in.
4. It is announced that the list will be opened, meaning that it will be up-dated continuously, motivating more investors to be involved in the collection of used cooking oils.
5. The complete list of the used cooking oil collection companies will be sent to all Biodiesel Companies as well as to the Association of Biodiesel Companies in order to enhance the local and regional market. In that way, the export of cooking oils to the mainland – for biodiesel production – will be increased.

6. Innovative activities for collection of used cooking oil at alternative fields – e.g. Supermarkets – will be organized and implemented. These activities will be published widely at all local and regional media (Radio, TV, Newspapers etc.).
7. Information – Promotional activities will be also implemented in cooperation with the Union of Petrol Stations. Special Information – Promotion Stickers will be produced for the Petrol Stations and specifically for the Petrol Pumps which have mixtures of Biodiesel. This activity will give a high awareness of biodiesel use in transport.
8. A demonstration model for high biodiesel mixtures by a potential transport fleet (private, public or municipal) will be examined in cooperation with biodiesel companies and local actors (but taking into account the restrictions by the current legal framework).
9. In addition to the previous activity, the possibility of a pilot filling procedure for fueling high biodiesel mixtures will be also examined in cooperation mostly with municipal enterprises and biodiesel companies (the current legal restrictions will be also taken into account).
10. The investors will be also motivated for considering the possibility a biodiesel production plant in Crete. The installation of biodiesel production plant in Crete will urge at a high level the regional market.
11. Extensive promotional activities for the integration of electric vehicles in Historical – City Centers, Archeological Areas, Hotels, Airports etc.

## 4.2. Policy approaches

In Task 2.1 “Existing Legal Framework”, the respective legislation is analysed and considered as an inflexible procedure which restrict the development of biodiesel market over the defined limits. Despite these limitations, the Region of Crete – Regional Energy Agency of Crete has the ability to strengthen the market by implementing alternative policy approaches:

1. The Region of Crete is the administration authority of the whole island of Crete. Therefore, the prestige of the regional authority can facilitate the promotion and development of the used cooking oil collection Market. The activities which are implemented by the Region of Crete – Regional Energy Agency of Crete have a great impact at local and regional level. It is very important to note that the authority which approves, licences and inspects the used cooking oil collection companies at regional level is the Region of Crete.

2. At the first phase of the project, a unanimous acceptance – for participating in promotional activities of the used cooking oil collection – has been achieved by the big and tourist Cretan Municipalities. Many contacts, official letters, meetings etc. have created a great impulse for the development of cooperation with the important Municipalities. The political commitment of the Mayors is very important for the market transformation because 1<sup>st</sup>. they lead equipped and experienced mechanised of waste management and 2<sup>nd</sup>. they can address and motivate easily the citizens of the municipality. The active involvement of the Mayors in the procedure is an important success for Crete.
3. It is well known that Crete is a tourist island. The share of tourists which are interested in “Green Tourism” is increased every year. This is a very efficient tool for promoting used cooking oil collection to tourist enterprises. For instance, the used cooking oil collection is promoted in Hotels in combination with other environmental activities for achieving the environmental certification e.g. ISO 14001.
4. The year of 2009 is the final year for the provision of subsidies for “energy cultivations” in Greece. Therefore, the used cooking oils and the energy crops as feedstock for biodiesel will have an equal market competition from 2010. The subsidy for the energy cultivations was a disadvantage for the used cooking oils.
5. The new programme “EXIKONOMO” (Save) foresees actions – also in Transport – for Municipalities over 10.000 inhabitants. The subsidy is 70%. This is a great opportunity for Municipalities to submit proposals for innovative implementation of biodiesel in their fleets. The Region of Crete – Regional Energy Agency of Crete has already implemented information activities and is in close cooperation with the Municipalities.
6. The new development law gives also the opportunity for implementation of sustainable activities e.g. the Region of Crete – Regional Energy Agency of Crete motivate big Hotels for using electric vehicles within their installations and integrating electricity chargers by Photovoltaics – Green Electricity and Electric Vehicles!

### 4.3. Legal and financial issues

The Market Transformation would be more effective if the following legal and financial changes were implemented:

1. Improvement of the National Procedure of Biodiesel Distribution at the Greek Market – Creation of sufficient - efficient market

2. Regulation for the direct supply of biodiesel from Biodiesel Companies to the Transport Providers (at least the public transport providers)
3. Specific legal provision of high biodiesel mixtures for Large Fleets / Transport Providers
4. Specific legal provision of high biodiesel mixtures for Municipalities / Municipal Fleets – especially for those which implements collection of used cooking oils
5. Implementation of an alternative procedure for the “Special Consumption Tax” in order to avoid the much higher price of biodiesel in comparison with the price of diesel
6. Adoption of an “official public green label” for those companies (restaurants, hotels, supermarkets etc.) which provide the used cooking oils to authorised collection companies for biodiesel production
7. Establishment of specific public control for registering the collected quantities of used cooking oils, inspecting the final destination and ensuring the legal purpose of exploitation e.g. biodiesel production
8. Public Financial Support of Municipalities to establish and install used cooking oil collection e.g. for provision of special buckets/bins and tanks, tank-trucks etc.
9. Public Certification – Labeling of the companies (especially the tourist ones) which use electric vehicles e.g. Hotels, Golf clubs, Municipal Enterprises etc.

# 5. Planning of next phase

## 5.1. Tasks

1. Validation of the list of the authorized collection companies of used cooking oils
2. Implementation of the information – promotional campaign (using the new leaflet) with the Municipalities – Municipal Enterprises of Water Supply and Sewerage through the “regular invoice envelops” (140.000 leaflets)
3. The Region of Crete – Regional Energy Agency of Crete operates as an Information Center for citizens, used cooking oil collection companies, restaurants, hotels, supermarkets etc.
4. Provision of the list of collection companies to all the interested bodies (restaurants, hotels, general public etc.)
5. Provision of the list of collection companies to the Association of Biodiesel Companies (also individually to biodiesel companies)
6. Continuation of the – successful – contact with the association of biodiesel companies, promotion of the Cretan Market and investigation of potential innovative activities in Crete
7. Support of demonstration activities for collection of used cooking oils at Cretan Chains of Supermarkets / Sponsoring
8. Common promotion and demonstration activities with Hotel Chains for the collection of used cooking oils – in cooperation also with the Union of Hoteliers
9. Implementation of promotional activities in cooperation with the Union of Petrol Stations and production of special promotional material (e.g. stickers for petrol pumps) in order to inform the fuel consumers for the percentage of biodiesel consumed
10. Exploitation of biodiesel companies which also have networks of petrol stations for demonstration and promotional activities
11. Provision of technical – financial information for Municipalities for potential demonstrative implementation of biodiesel in their fleets
12. Maximize the positive impulse by creating a dynamic and transparent used cooking oil market in Crete – also in the field of biodiesel use in Crete
13. Information and promotional activities for the possibility of a biodiesel production plant in Crete

14. Updating of the study for the capacity of used cooking oils in the region of Crete
15. Promotion of the labeling procedure for the restaurants, hotels etc. which participate in the collection of used cooking oils
16. Promotion of the labeling procedure for the companies, organizations, institutes etc. which use electric vehicles and special promotion for electric vehicles powered by green electricity e.g. electricity produced by Photovoltaics etc.

## 5.2. Roles and responsibilities

A brief description of the roles and responsibilities of the main involved actors is:

- 1. Region of Crete – Regional Energy Agency of Crete:** Responsible for the activities implemented in Crete / Greece
- 2. Media (newspapers, magazines, radio, TV):** Implementation of regional and national information – promotional activities
- 3. Municipalities / Municipal Enterprises of Water Supply and Sewerage:** a) Participation in the wide information – promotional campaign with the forwarding of 140.000 leaflets through the “regular invoice envelops” and b) Investigation of potential demonstration activities at local level (used cooking oil collection and/or biodiesel)
- 4. Used Cooking Oils Collection Companies:** a) Participation in the demonstration activities of the collection procedure at regional level (e.g. official list, evaluation procedure etc.) and b) Implementation of a Network of Used Cooking Oil Collection Companies in Crete
- 5. Biodiesel Companies:** a) Cooperation with the collection companies which are operated in Crete b) Investigation of demonstration activities of biodiesel use
- 6. Restaurants / Association of Restaurants:** a) Contribution to the used cooking oil collection b) Participation in promotional activities and c) Promotion of the Labeling procedure for the collection of used cooking oils
- 7. Hotels / Union of Hoteliers:** a) Contribution to the used cooking oil collection b) Implementation of special promotional activities in Tourism and c) Promotion of the Labeling procedure for the collection of used cooking oils as well as for the use of Electric Vehicles

8. **Supermarkets:** Implementation of demonstration activities of used cooking oil collection / Sponsoring
9. **Petrol Stations / Association of Petrol Stations:** Implementation of specific information and promotional activities for biodiesel
10. **Regional Authorities:** Responsible for the procedure of License and Control of the Used Cooking Oil Collection Companies
11. **Tourist related bodies, organizations, companies etc.:** Promotion of electric vehicles and simultaneous promotion of green electricity for electric vehicles

## 5.3. Timing of activities

The Market Transformation phase has the following time plan:

Mallorca, Crete, Austria, La Rochelle: From September 2009 until February 2010.

Veneto and Croatia regions: From September 2009 until February 2011

WP 3: Implementation	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
3.2 Market Transformation (Veneto and Croatia)																		
3.2 Market Transformation (Austria, Crete, La Rochelle, Mallorca)																		
3.2.1 – 3.2.5 Analysis																		
3.2.6 Local working group meetings		x				x			x								x	
3.2.6 Local consultation workshops (LWS)						x												x
3.2.7 Promotion to final users																		

3.2.8 Roadmap for  
Changing behaviour


# Annex

[1]

The Region of Crete – Regional Energy Agency of Crete has organized – with great success – the 1<sup>st</sup> Local Workshop of BIOSIRE in Crete on 1<sup>st</sup> July 2009. The main theme of the workshop was the “Collection of Used Cooking Oils in Crete”. The registered participants represent the whole circle of the local / regional market:

- Collectors of Used Cooking Oils
- Representatives of Biodiesel Production Plants
- Water Supplies and Sewerages Enterprises - Municipal Companies
- Authorities for Environment and Health
- Representatives of Relevant Companies (e.g. fat - used oil collection and filtering Systems)
- Public Authorities responsible for the procedure of License and Control of the Used Cooking Oil Collection Companies
- Representatives of Supermarkets
- Representatives of Hotels etc.

Beside the normal presentations, we have discussed the opportunities, obstacles, policies, incentives, proposals – ideas etc.

The current situation of the used cooking oil collection in Crete was presented analytically. The relevant activities and initiatives of the respective actors were also presented. Specifically, the structure of the used cooking oils collection was presented by the view of the whole market chain. There were descriptions for the roles and responsibilities of all the private and public involved actors.

Briefly, the following themes are discussed:

- The real needs of each local key actor (e.g. support of the procedure of used cooking oil collection, motivation of used cooking oil producers – e.g. restaurants – to cooperate with the collectors etc.)
- The basic obstacles (e.g. lack of information – awareness, insufficient financing etc.)
- The potential measures for facilitating the initiatives (e.g. motives for restaurants, hotels etc.)
- The exploitation of current programmes – Combination with own initiatives – Sponsoring
- The current legal framework and the need for strict adoption – implementation of the national legislation and the municipal regulations
- The need for integration in the collection of used cooking oils – besides the restaurants – also other important stakeholders e.g. Supermarkets, Hotels and Households
- The competition within the market of used cooking oil collection and the capacity of the regional market
- Guidance and provision of best practices – good examples (e.g. successful procedures of used cooking oil collection, innovative use of biodiesel in fleets)
- Assessment of best practices at European and Nation Level