



Project Fact Sheet

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Market development of gas driven cars including supply and distribution of natural gas and biogas (MADEGASCAR)

Programme area: Steer, Clean vehicles and alternative vehicle propulsion
Status: Closed

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Partners:

1. Skåne Energy Agency, Sweden
2. Graz Energy Agency, Austria
3. Steirische Gas Wärme GmbH, Austria
4. Organic Power Ltd, United Kingdom
5. Berlin Energy Agency, Germany
6. Fundacion San Valero, Spain
7. Energy Agency of Podravje, Slovenia
8. SEVEN, The Energy Efficiency Center, Czech republic
9. Lithuanian Energy Institute, Lithuania
10. EC BREC Institute for Renewable Energy Ltd, Poland
11. Podkarpacka Energy Agency, Poland
12. Bourgas Regional Agency for Energy Management, Bulgaria
13. Energy Agency for Southeast Sweden, Sweden
14. Mälardalen Energy Agency, Sweden
15. Austrian Energy Agency, Austria

Website: www.madegascar.eu (not yet available)

Objective: Developing the market for gas driven cars by addressing the demand as well as the supply side

Benefits: Increased awareness, regional and European cooperation and exchange, increased number of biogas plants, gas fuel stations and gas driven vehicles

Keywords: gas cars, biogas, market development

Duration: 09/2007 – 02/2010 (30 months)

Budget: € 1.411.558 (EU contribution: 50%)

Contract number: EIE/07/180/SI2.466795



Short description

MADEGASCAR aims at developing the market for cars driven by natural gas or bio methane. It addresses strategic targets groups on the demand side and will strengthen the supply and distribution infrastructure of biogas and natural gas. Important target groups are owners of car fleets, private car owners, car dealers, municipalities, owners of fuel stations, natural gas and biogas suppliers.

The cores of the project are the market-oriented activities on the demand side as well as on the supply side. Actions such as training seminars, promotional campaigns, planning for expansion of fuelling stations and feasibility studies have been carried out by the partners in the partner regions. The activities have been adapted to the conditions in each region to give the best impact. Focus of the activities is on personal and light transport cars.

Networking is an important part of the project, to get target groups and important stakeholders on different levels connected to the project and to each other.

Achieved results

- Documentation and analysis of the gas market in 13 regions in Europe has led to increased knowledge of the market situation for the partners and their associated
- 13 regional and 1 European networks have been established – for support of the project, long time partnership, business opportunities and future promotion of gas as car fuel
- Activities for market development of supply and distribution of gas fuels have been implemented – e.g. planning for expansion/establishment of fuel station networks, feasibility studies for biogas plants and promotion of new established fuel stations
- Activities for promotion of gas driven vehicles have been implemented – e.g. seminars for fleet managers, training program for car purchasers and car dealers, promotional campaigns at suitable events and feasibility studies for car fleets
- The activities within the project have contributed to
 - an increased number of
 - gas driven vehicles by >10 000
 - biogas plants by 11
 - fuel stations for gas by 60
 - increased awareness on NGV:s, among decision makers, car dealers, fleet owners, municipalities, energy suppliers et al
 - new legislation that gives the possibility to build CNG-filling stations in Slovenia
 - new standardization of technical requirements for the quality of upgraded biogas and its injection to the natural gas grid in the Czech Republic.
 - lift of ban on CNG vehicles in garages in Austria
 - CNG vehicles available on the market in UK

Lessons learnt

- A successful market development needs top-down initiatives like European and national targets, regulations and market stimulation (e.g. subsidies and tax reduction for the fuel) but also initiatives on the regional and local level to raise interest and knowledge among market actors, politicians and the public; in this way creating a demand.
- Financial incentives are critical, especially in the first face of the market development, to get actors commit themselves to purchase NGV's as well as constructing filling stations or upgrading biogas to bio methane.
- Reference projects to learn from are essential for actual implementation of projects such as purchase of NGV's and construction of upgrading plants. Ideally they are to be found within the own region. In the regions were this has not been the case due to a low development of the market, the experiences and best cases from the more developed regions have played an important role.
- In some countries the key factor for further market development of NGV's seems to be biomethane with its exceptional environmental advantages and the advantages of allowing self-sufficiency.