



**Slutrapport**  
**Projektet MaDeGasCar**  
**Market Development for Gasdriven Cars**  
**2007-09-01 - 2010-02-28**

## Kort om projektet "MaDeGasCar"

### **Syfte**

Att utveckla marknaden för gasfordon i Europa med målsättningen att öka antalet fordon med alternativa drivmedel.

### **Regionala Mål (i Uppsala, Västmanland och Södermanlands län)**

3 nya gastankställen (Resultat: 1 nytt tankställe + 3 planerade vid projektavslut)

300 nya gasbilar (Resultat: 571)

1 ny biogasproduktionsanläggning (Resultat: 1 ny fordonsgasanläggning + 6 planerade vid projektavslut)

### **Målgrupp**

Kommuner, fordonsflottor, privata bilägare, distributionsföretag, bilåterförsäljare, beslutsfattare m fl.

### **Projektpartners**

Energikontoret i Skåne har varit projektkoordinator. Projektpartners från följande länder; Österrike, Tyskland, Bulgarien, Polen, Tjeckien, Litauen, Spanien, Slovenien, England och Sverige.

### **Projekttid och finansiering**

Projekttid: 2007-09-07 - 2010-02-28

Finansiering: Total projektomslutning för Energikontoret i Mälardalen är 73 880 Euro varav extern finansiering från EU genom IEE utgörs av 47 procent.

### **Anställda**

De som arbetat inom projektet är Carita Wiklund, Beatrice Torgnyson Klemme och Linda Jungstedt.

### **Exempel på aktiviteter**

Projektet har arbetat med de hinder som finns för gasfordonsutvecklingen och verkat för ökad kunskap och acceptans för biogas på användarsidan. Informationsaktiviteter, seminarier, marknadsföring och satsningar på förbättrad infrastruktur etc. har genomförts. Exempel på aktivitetsmål inom projektet:

- Två workshops för att föra biogasutvecklingen framåt
- Två broschyrer och två roll ups för att informera om och marknadsföra biogas
- Give aways för att marknadsföra biogas
- 6 case studies och 3 studiebesök för att sprida kunskap och goda exempel
- Utställning på tre konferenser och föredrag på åtta konferenser
- Minst 15 möten med biogasaktörer i regionen, och nätverkande på minst 5 konferenser
- Informationsspridning via nyhetsbrev och hemsida.
- Deltagande i internationella projektmöten och lokala nätverksmöten. Skapande av nätverk för biogas.
- Artiklar i lokal och regional media
- Deltagande i invigning av ett nytt gastankställe och arrangerande av en biogaskonferens

# Mälardalen (section from international publishable report including all project partners)

## The Swedish Mälardalen region



*Number of inhabitants:* 852 296 (2009)

*Size of the region:* 19 655 km<sup>2</sup>

*Location:* Mid Eastern part of Sweden, the counties of Uppsala (blue), Västmanland (red) and Södermanland (yellow).

The region consists of both rural areas and larger cities. It is a growing region with several universities, businesses and a large amount of tourism. The region is located in close proximity to Stockholm, the capital of Sweden.

The region is progressive regarding environmental issues and Uppsala was one of the first cities in the country to introduce gas buses and biomethane production. Eskilstuna and Västerås are two other cities in the region with well developed biomethane production and use of biomethane as a vehicle fuel.

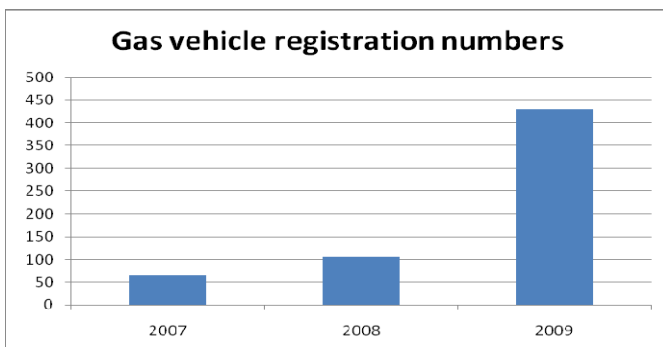
Consequently, gas vehicles have been present in the region for many years and at the moment there are six public gas filling stations within the region and a couple of new ones are planned for. The region has four larger biogas-production plants and expansion of existing plants as well as construction of

new ones will take place over the next few years. The total number of registered gas vehicles in the region is approximately 850 (2009). There is no gas grid present in the region, only small local pipelines between some production plants, upgrading plants and filling stations. Biomethane is therefore distributed within the region by trailer trucks carrying compressed gas. Compressed biomethane is also being exported to the constantly growing Stockholm market. As an incentive to expand the gas vehicle use, some municipalities offer free parking for gas vehicles and work locally to increase and build the market for gas vehicles.

## Building of knowledge and inspiration by good examples

Through meetings, presentations, conferences and work shops the knowledge about biomethane has increased in the region. During the project, many of the activities in the region have been focused on performing case studies and present good examples of companies and public entities who are already working with biomethane. By doing so, and creating good information material presenting their work, it has been possible to inspire new market players to start working with biomethane issues, and even spread the message outside of the region. Due to the lack of a gas grid in the region, it has also been important to enhance the market development of liquefied biomethane (LBG) in order to improve regional distribution. Consequently, one of the activities performed was a regional work shop about LBG with the aim of promoting the use and development of this new technology.

The number of gas vehicles has increased drastically in the region during the project period, however it is hard to show a direct correlation to the Madagascar project. Also the number of filling stations and biogas plants have increased.



Summarizing the project, one of the most important lessons learned was that it takes a very long time from idea to actual implementation in terms of building new filling stations and biogas production plants. As a result this has to be taken into account when working with biomethane market expansion.

Creation of a large regional biogas network



A large long-term regional network has been created and built throughout the scope of the project, including many different entities in the biogas market. In order to make the created network long term, and not only dependent on the Madagascar project, it has been named “Biogas Öst” as a separate identity.

In April of 2009 the main kick off event for the network was arranged by hosting a large regional biogas conference with car exhibition at the Uppsala castle. Over 130 people attended the event and the county governor of Uppsala County officially initiated the conference and the creation of the network.

Brochures and promotional material



During the project Malardalen Energy Agency has been able to create promotional material and brochures that have been so popular that they have been distributed all over the country. This material will keep marketing the Madegascar project even after the end of the project.

The informational brochure “Biomethane filling stations – five Swedish cases” (available in English) and the folder presenting the gas vehicles available on the Swedish market, have been very appreciated and distributed and used by organizations all over the country. The gas vehicle sticker and car striping template produced during the project has also been very successful, and orders have been placed from people all over Sweden. Malardalen Energy Agency will continue to update, print and distribute this material after the end of the Madegascar project.

### Opening of Sweden´s 100<sup>th</sup> public gas filling station in Västerås



During the project period Malardalen Energy Agency was fortunate to be able to participate in the opening ceremony of Sweden´s 100<sup>th</sup> gas filling station, located in the city of Västerås. The event was arranged in cooperation with the biogas production company Svensk Växtkraft and the waste management company Vafab Miljö. Specially invited guests to the opening ceremony were the National Gas Association and members of the press. In order to promote the new filling station Svensk Växtkraft offered free biomethane and coffee for a few hours, which resulted in substantial cues and considerable media coverage.

The Madegascar project had no part in the construction of the above mentioned filling station apart from being present at and marketing the opening ceremony. However, during the project Malardalen Energy Agency has taken an active part in the process of building a biomethane filling station in the town of Sala, also in the county of Västmanland. This fillings station is under construction and will be finished later this year (2010).

#### Project partner

MalardalenEnergyAgency

Contact: Beatrice Torgnyson Klemme

Phone: +46 733 97 06 25

E-mail: [beatrice.torgnyson@energikontor.se](mailto:beatrice.torgnyson@energikontor.se)

[www.energikontor.se](http://www.energikontor.se)

Malardalen Energy Agency





## Photo documentation from other activities

### Study visits to biogas plants:

Svensk Växtkraft, Västerås, June 4<sup>th</sup> 2008



Uppsala Municipality, May 7<sup>th</sup> 2008



Lövsta Gotland, September 5<sup>th</sup> 2008



**Car exhibitions, exhibiting at conference, test driving events and media:**

Speaking and exhibiting at conference, Julita “Energy Smart Farmers” conference and “The Agriculture Day”, June 27-28th 2008



**Environmental Car Exhibition, Tuna Park Eskilstuna, September 20<sup>th</sup> 2008**





Exhibiting and speaking at conference, Biogasconference for farmers in Eskilstuna December 4<sup>th</sup> 2008, Gas Day in Västerås February 12<sup>th</sup> 2009 and Gas Day in Norrköping May 28<sup>th</sup> 2009



Networking at green vehicle conference in Stockholm June 10<sup>th</sup> 2008  
Test Driving Event, Munktel Science Park Eskilstuna, September 17<sup>th</sup> 2008



Case study and news article about Taxi Stockholm and article in “Dagens Samhälle” 2009





## Work shops and Final Conference

### Liquid Biogas Work Shop, Stockholm February 10<sup>th</sup> 2009



### Biogas Bus Work Shop, Stockholm May 25<sup>th</sup> 2009



### Final Conference, Prague February 4-5<sup>th</sup> 2010



More information about the project available at

[www.madegascar.eu](http://www.madegascar.eu)