



TESLA MOTORS AND GOOGLE CARS AGREE AT GENEVA CAR SHOW 2018: BIOGAS FUELLED CARS HAVE “UNFAIR ADVANTAGE” IN MARKETING.

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“ Everyone in the western world has a toilet connected to a biogas producing sewage treatment facility. Sorting of food waste for local biogas production is becoming standard procedure in every school, restaurant, airport and household. This gives every citizen/ possible car owner a personal link to this super low carbon fuel. How does a commercial brand compete with a fuel that is promoted by tax payers money and society itself?”

As a reader of this journal we assume that you know that biogas is a renewable fuel with manifold ad-

vantages, flexible usability and outstanding environmental features. In Sweden groups with a high knowledge of biogas has a higher percentage of biogas car owners than the average population. The difference is knowledge. This has been the basis for a major part of the existing biogas communication: if consumers learn about the advantages of biogas they will change their behaviour (sort food waste/ buy methane powered cars).

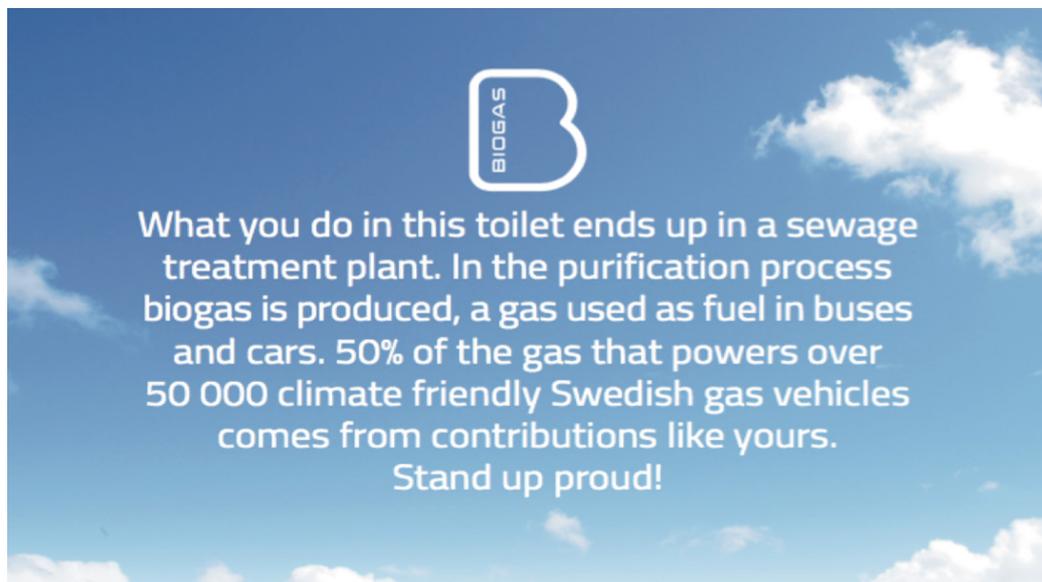
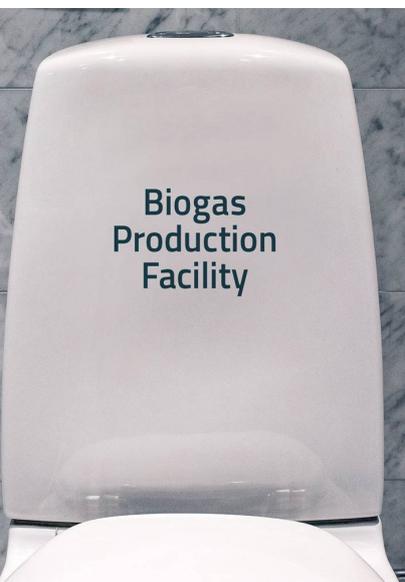
However, looking around us it's obvious that decisions on what to do or buy is influenced by other aspects than

environmental advantages.

People don't choose a cellphone, computer or clothes only because of quality. They choose them because of identity: if my neighbours or colleagues have iPhones or Beatz headphones the likelihood of me choosing the same, regardless of knowledge about their quality, is much higher.

Like it or not: biogas may well be the seventh wonder of the sustainable world, but its popularity still depends on the same rules of communication as other “products”.

We think biogas deserves a wi-



der market strategy. The first step: make biogas visible. Using a universal logo on vehicles, filling stations, restaurants, schools, laptops, production facilities, etc. we can enhance “biogas visibility” through our own networks at very low cost. This raises curiosity: “What is that logo about? What does my toilet/restaurant/car have to do with each other? Then we need to associate biogas with qualities and images that are desirable. For this “re-branding” we use established brands but also personalities that make biogas a modern, high-tech, smart and cool product. We think it’s time to replace cows, gas flames and pictures of compost with athletes, artists and top executives. OrangeGas in Holland rewards customers with the possibility to va-

cuum clean your car while fuelling biogas. This is very clever: turning the “disadvantage” of longer fuelling time into an added value making biogas “the smart and clean fuel”. Image result: 1) being a biogas customer is smarter since you get something others don’t. 2) OrangeGas is a creative and customer friendly brand. The same company made campaign telling the story of how Marrit Leenstra, world champion speed skating 2014, fuels her Audi A3 g-tron with biogas. This reinforces the image of biogas as a “healthy”, made in Holland and a fuel for champions. Wise move. On the Swedish island of Gotland Jan offered 15 biogas car owners to put large Biogas logos on their cars. After six weeks and one newspaper article on the fuels’ advantages for

the local community local dealers reported an increased demand for biogas cars. Message conveyed: Biogas is here, it’s now and it’s good for Gotland. In order to ensure a prosperous growth of biogas infrastructure we want to create the feeling in our neighbours as well as the top decision makers of this world that they are “embarrassingly out of touch” if they are not up-to-date on biogas. That anyone aspiring to be a frontrunner in the new, modern community is a person that makes sure she/he takes active part in the local biogas infrastructure. How about helping us by making “the biogas aspect” of your/your companies everyday life visible?