



Report on the promotion of the tool (Biogas and Gasification Matchmaking Platform)

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DiBiCoo – Digital Global Biogas Cooperation
Grant Agreement N°857804



Executive Summary of D4.7

Task description from the Grant Agreement: *The technology platform and cooperation will only become alive when the “right” markets players participate. DiBiCoo actively informs and engages a wide range of stakeholders from the biogas related business sectors such as manufacturing, engineering, services, policy and financing to become part of a biogas technology platform based on the Online Information System. Starting a business cooperation requests guided, reliable and transparent information transfer und mutual trust. This affects, especially, the presentation, content and communication of European technology and know-how provider and potential business partners around the world. AEA develops in close cooperation with all partners fair guiding principles for steering, registration, quality control and communication within the platform. Each country will have at least one information event on the new platform and will spread the information via press release.*

Corresponding to the task description, task leader AEA has prepared, coordinated with all partners and published several press announcements and social media posts from the beginning of the promotion period starting in November 2021 after the platform was confirmed to be ready and launched, over the total time span of the remaining time of the project, i.e. six to seven months. During that promotion phase which was mainly targeted at a broad audience on social media such as LinkedIn, Twitter and Facebook, as well as versed media outlets such as the Energy News Magazine have been informed about the platform release, its features and benefits for the users. Furthermore, several engineering companies from Europe (Austria, Germany, Switzerland – DACH region) have been contacted to introduce the platform as dedicated B2B-matchmaking tool to actively expand international business opportunities.

Project partners from all participating target countries have presented the tool during their local workshops with a guiding tour through the features of the platform. Thereby, biogas and gasification project developers in emerging and developing countries have been informed about key technology providers which are needed to succeed in local project developments. Local project partners and developers were additionally interviewed about how the project development has benefited from the collaboration with DiBiCoo and its experts, showcasing the possibilities of the matchmaking tool to other interested project developers in their region and beyond. The main key indicator for the success of the promotion activities, which was set to count at least 200 registrations on the platform at the end of the project duration (M33).

Summary of promotional activities:

- Press releases (AEA, EBA, GBA, LLU) approaching energy-related media outlets
- Social Media Shareables (Partner testimonials & statements promoting the tool)
- Promotional Video Clip presenting the Biogas & Gasification Platform (GreenCape)
- Promotional material (poster & roll-up informing about the platform, Iceaddis)
- Podcast "Petajoule" episode (interview with project partners presenting demo cases)
- Local workshops including the demonstration of the tools' features & functionality
- Presentation at international biogas conferences & trade fairs (EBA, GBA, AKBOE)
- Promotion via European, German, Austrian Biogas Associations' networks
- Submission to the World AD & Biogas Industry Awards 2022



Summary of the DiBiCoo Project

The **Digital Global Biogas Cooperation (DiBiCoo)** project is part of the EU’s Horizon 2020 Societal Challenge ‘Secure, clean and efficient energy’, under the call ‘Market Uptake Support’.

The target importing emerging and developing countries are Argentina, Ethiopia, Ghana, South Africa and Indonesia. Additionally, the project involves partners from Germany, Austria, Belgium and Latvia. The project started in October 2019 with a 33 months-timeline and a budget of 3 Million Euros. It is implemented by the consortium and coordinated by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The overall objective of the project is to prepare markets in developing and emerging countries for the import of sustainable biogas/biomethane technologies from Europe. DiBiCoo aims to mutually benefit importing and exporting countries through facilitating dialogue between European biogas industries and biogas stakeholders or developers from emerging and developing markets. The consortium works to advance knowledge transfer and experience sharing to improve local policies that allow increased market uptake by target countries. This will be facilitated through a digital matchmaking platform and classical capacity development mechanisms for improved networking, information sharing, and technical/financial competences. Furthermore, DiBiCoo will identify five demo cases up to investment stages in the 5 importing countries. Thus, the project will help mitigate GHG emissions and increase the share of global renewable energy generation. The project also contributes to the UN Sustainable Development Goals (SDG 7) for ‘Affordable and clean energy’, among others.

Further information can be found on the DiBiCoo's website: www.dibicoo.org

Biogas and Gasification Matchmaking Platform: <https://www.biogasplatform.eu/>

Biogasplatform Explainer-Video: https://www.youtube.com/watch?v=QSV_WaTVpLw

- Bahasa subtitles: [DiBiCoo Online Digital Platform Explainer | Bahasa Indonesia - YouTube](#)
- Amharic subtitles: [DiBiCoo Online Digital Platform Explainer | Amharic - YouTube](#)
- Spanish subtitles: [DiBiCoo Online Digital Platform Explainer | Espanol - YouTube](#)

DiBiCoo's Project Video: <https://www.youtube.com/watch?v=BMJugAKOdeE>

DiBiCoo's YouTube Channel | Study Tours: [DiBiCoo virtual study tours](#)



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List of Abbreviations

AD	Anaerobic Digestion
ADBA	Anaerobic Digestion & Bioresources Association
AEA	Austrian Energy Agency
AKBOE	Kompost & Biogas Verband Österreich
B2B	Business-to-Business
BMP	Biogas & Gasification Matchmaking Platform
CHP	Combined Heat & Power
D	Deliverable
D&C	Dissemination & Communication
DACH	Germany (D) Austria (A) Switzerland (CH) - Region
DiBiCoo	Digital Global Biogas Cooperation
DMP	Digital Matchmaking Platform
EBA	European Biogas Association
EU	European Union
FGP	Fair Guiding Principles
FvB	Fachverband Biogas e.V.
GBA	German Biogas Association
GDPR	General Data Protection Regulation
GHG	Greenhouse Gas Emissions
GIZ	Gesellschaft für Internationale Zusammenarbeit GmbH
INTA	Instituto Nacional de Tecnología Agropecuaria
LLU	Latvia University of Life Sciences and Technologies
MS	Milestone
SC(M)	Steering Committee (Meeting)
SDG	Sustainable Development Goals
SMC	Social Media Channels
T	Task
WBA	World Biogas Association
WP	Work Package



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1 Timeline

Summary of the complete timeline of **Task 4.7** listing each individual sub-task such as the development of fair guiding principles, their implementation in the online platform (Deliverable 4.3 / Milestone 11) and the schedule and time frame of actively promoting the online tool after its web development completion. The timeline also indicated connected deliverables and milestones as well as their corresponding deadlines. The main goal of the platform promotion was to attract as many users as possible during the promotion period, resulting in an extended list of company profiles and registered business opportunities. The uptake of DiBiCoo's Online Information System biogasplatform.eu was set to a minimum of 200 registrations. The main target of the **Biogas and Gasification Matchmaking Platform** is to reduce the time and costs for project development by identifying suitable business partners faster and more efficient.

Table 1 Timeline of T4.7 development and promotion activities as well as connections to other relevant Deliverables & Milestones

Task	Project Month Deadline / Status	2020				2021												2022				End
		12 Sept	13 Oct	14 Nov	15 Dec	16 Jan	17 Feb	18 Mar	19 Apr	20 May	21 Jun	22 Jul	23 Aug	24 Sept	25 Oct	26 Nov	27 Dec	28 Jan	29 Feb	30 Mar	31 Apr	
Development of FGP	done	█																				
FGP Integration during Testing-Phase of the Online-Plattform	done		█																			
Implementation of FGP in the Online-Plattform (D4.3, MS11)	done					█																
Promote the Online Information System (D4.7)	ongoing																	█				
Social Media Channel Posts (Twitter, LinkedIn, Facebook)	ongoing																	█				
Press Release(s) / Podcast / Preparation of shareables (all)	done																	█				

<p>D4.3 Report on the Evaluation of the Tool (M24, LLU Report, Public)</p> <p>D4.7 Report on the Promotion of the Tool (M33, AEA Report, Public)</p> <p>MS11 Final Version of the Tool ready for Publication (M24, LLU, Public)</p>	} ◆	<p><i>Uptake of the DiBiCoo Online Information System</i></p> <hr/> <p>Impact: Reduction in project development</p>	<p><i>> 200 registrations on the tool</i></p>
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2 Development and Implementation of Fair Guiding Principles

The aim and concept of fair guiding principles (FGP) for steering, registering, and communicating within the Biogas and Gasification Matchmaking Platform (BMP) as an open access online tool, are described in the following paragraphs. The FGPs provide a framework and defined quality aspects in order to ensure equal user benefits, non-discriminating accessibility and visibility, as well as a long-term, positive user experience during and beyond the DiBiCoo project duration. The development and operation of the digital online matchmaking system has and will treat all participants equally, with the aim of excluding unfair advantages or disadvantages for a few users, both private persons and organisations. The FGPs therefore grant an open access matchmaking environment for all interested users worldwide, developed and based on user-centred design principles in close collaboration with end users and stakeholders to continuously test and evaluate the tool as transparent and user-friendly as possible.

2.1 Fair Guiding Principles

- i. The platform provides equal rights and benefits to all users of the online matchmaking tool
- ii. Every user has the same, non-discriminatory accessibility to the online platform worldwide
- iii. Every user has the non-discriminatory visibility at the online platform worldwide
- iv. Regulations and measures to prevent fraud, spam or any other form of misuse

The FGPs apply to all platform intentions and functions described, and affects the actions of both hosts (Latvia University of Life Sciences and Technologies, German Biogas Association Fachverband Biogas e.V.) as well as platform users. By using the platform, the participants commit themselves to respect the intended use of the online tool for fair business initiation and the fair platform principles, i.e. equal user rights and benefits, equal accessibility and non-discriminatory visibility, as well as not to abuse it for any other or unintended purposes. Any misuse and conflicting user behaviour, monitored by the platform community, may result in the exclusion from the platform, ensuring a fair and friendly user experience. The development and operation of the platform as well as related processes are aligned with general data protection laws and regulations such as the European GDPR (general data protection regulation) as described in the BMP's privacy statement.

The Biogas and Gasification Matchmaking Platform operators will take the protection of registration information serious, and will take care of the pro forma validation of data, checking uploaded content, and the deletion of spam, in compliance with the FGPs. BMP users are part of the monitoring process by having the ability to report any misuse of the platform and give user feedback contacting the developers team, or can use the integrated user survey. It is important for the platform providers that its users are informed at any time when and what registration information is stored and how it is used. Please read the privacy statement for more information on how personal privacy data and information is handled and protected.

Legacy of the Biogas and Gasification Matchmaking Platform: After the end of the project duration, Biogas and Gasification Matchmaking Platform will continue to be operated by the German Biogas Association (Fachverband Biogas e.V.) in the same way, maintaining the user-centred design and user-friendly experience regulated in the FGPs. Further contact information is provided in the imprint section of the BMP.



2.1.1 Equal User Benefits and Rights

All users accept that registration information is used to create a user profile on the BMP online platform. The information is solely used for that purpose and will be deleted immediately upon user request by contacting the BMP administrators. Users can always change their mind and retreat from being displayed as participant of the BMP at any time without giving reasons by deleting their content in the BMP.

There are no algorithms built in that would favour certain users or regions, unless the user wishes to filter for certain regions as part of the search function for example – offers and contacts can be made from any country and by any technology provider to all users of the platform. In terms of content, the platform is hosted by an organisation, but the moderator has no influence on matchings or business initiation processes.

2.1.2 Non-discrimination and Accessibility

Equal and international access to the BMP is guaranteed worldwide, independent from IP address or localisation. The BMP does not discriminate against any person on the basis of race, creed/religion, colour, national or ethnic origin, sex, gender identity or expression, sexual orientation, disability, marital status, or age, in admission to its platform functions, or participation in its matchmaking activities, and provides equal access to all its services. To further enhance the fairness and transparency of the online platform, the access to the matchmaking service is equally provided free of charge, independent from the users location etc. Participant profiles will be prompted equally to grant the effective and immediate access to public details provided or generated in the context of their use within the BMP, such as complete company profiles including texts and pictures made available by the respective user.

2.1.3 Non-discrimination and Visibility

In order to guarantee equal visibility, the same quantity and quality of provided information for company profiles or business opportunities are requested by the BMP. Within the platform we provide the same possibilities to every user. Thus, each user is responsible for their own individual appearance on the online platform, not the providers. Therefore, mandatory and optional information is requested to assure equal conditions. Furthermore, the uniform presentation and visibility of all platform participants is ensured by approving the publication of each individual content (texts, pictures, documents) on the BMP. Internal reviewing processes and evaluations will help to improve the matchmaking platform service. Users can evaluate and assess the usefulness of the platform and the effectiveness of the overall matchmaking experience, as an internal quality control mechanism – authenticity and accuracy of the information provided will also be cross-checked by the platform providers on a regular base. Users can leave their feedback in the online survey section at any time.

2.1.4 Prevention of misuse

The BMP service providers will prevent unfair behaviour vis-à-vis any company or private participants by following the validation and reporting process described in the user manual. While avoiding a lack of intervention, mechanisms and the development of practices on the basis of constant user feedback to prevent misuse, will enforce the FGP compliances, while avoiding over-regulation at the same time. Any regulatory measures taken by the platform providers are proportionate since their intended objective is solely addressing the digital matchmaking process in a targeted manner. Moreover, the fair and legal guidelines aim to safeguard an appropriate balance between the respective freedoms and restrictions of the use of the BMP services.

The BMP actively informs and engages a wide range of stakeholders from the biogas related business sectors such as manufacturing, engineering, services, policy and financing to become part of this biogas technology platform. The platform may contain links to external websites, while the responsibility for the content and functionality lies with their respective publishers. Links to external sites will be checked for their suitability being posted on the BMP. However, the constant review of external sites cannot be expected without the concrete indication of a violation of rights. If the BMP providers become aware of any fraud or is notified by a third party that a linked external site gives rise to civil or criminal liability, it will remove the link to that particular website immediately. The BMP providers clearly distance themselves from any inadequate content.

The FGPs have been developed and discussed with partners from the **LLU**, **GIZ** and **GBA**, since the latter partner is taking over the platform as host after the DiBiCoo project ends to continue its functionality and usability beyond the project lifetime. The development of the FGPs was the initial step in T4.7, ensuring its integration during the testing-phase of the online platform and thus granting its implementation in the tool.

Find the online version of the FGPs on the platform here: <https://www.biogasplatform.eu/fgp>



3 Promotion Activities in the Context of WP4, 5 & WP7

As stated in the Grant Agreement, DiBiCoo requires extensive communication, dissemination and leveraging work. Dissemination & Communication (D&C) items are embedded in each work package. "As such, it is important to note that all consortium members together are responsible for communicating, disseminating and leveraging results." Thus, DiBiCoo's D7.9 Communication Plan was created and used as guideline for communication in this task (T4.7) as well. WP7 is dedicated to D&C, but also WP4 contains specific items that are directly linked to D&C. The table below tries to map the tasks from each work package that relate directly to D&C activities associated specifically with the Biogas and Gasification Matchmaking Platform.

Table 2: Dissemination & communication activities under WP4 connected to WP5 & 7 (see also D5.6 & D7.9)

WP4: Digital Information, Networking and Matchmaking Tool	
Communicate about DiBiCoo Online Information System to inform all stakeholders	Database of industrial actors (companies), information on available technologies, advisory and networking services, and semi-automated guidance solution, Training Manuals, Reports
Disseminate about DiBiCoo Online Information System stakeholder and industry reports, research	
Communicate and promote the tool to stakeholders	
Communication on DiBiCoo updates and progress to European biogas Industry (outreach, re-posting SM posts, Webinars etc); and propose communications from Consortium side	

On the basis of the agreement that all project partners are actively taking part in the promotion, several "shareable" items have been prepared such as posters and partner statements on the platforms benefits to be posted and distributed via DiBiCoo's social media channels on Twitter, Facebook and LinkedIn. Those posts and tweets then followed-up by DiBiCoo's consortium partners and their respective social media channels and websites to enhance the campaign's impact.

In this regard, potential platform users and stakeholders have been additionally contacted through the project association networks provided by the **European, Austrian & German Biogas Associations**. AEA also used their contacts to multiplier organisations and company registers. These "outreach" activities complementary emphasized the efforts made in T5.6 and T5.7. The outreach to other countries, which had been identified and selected in T5.6 as relevant for the biogas and gasification markets, as well as multiplier organizations and networks from those sectors (World Biogas Association, WBA; Asia Biogas etc.) and other renewable energy sectors (International Renewable Energy Agency, IRENA; European Wind Energy Association, EWEA; European Biomass Industry Association, EUBIA; United Nations Industrial Development Organization, UNIDO; Food and Agriculture Organization of the United Nations,

FAO etc.) have been contacted in T5.7 to inform them specifically about the open source development and thus applicability to other RES areas and possibilities of the platform for global networking. The connecting element of all these tasks is ultimately to inform as many different stakeholders as possible about the Biogas and Gasification Matchmaking Platform. For this purpose, DiBiCoo's social media channels were also used jointly.

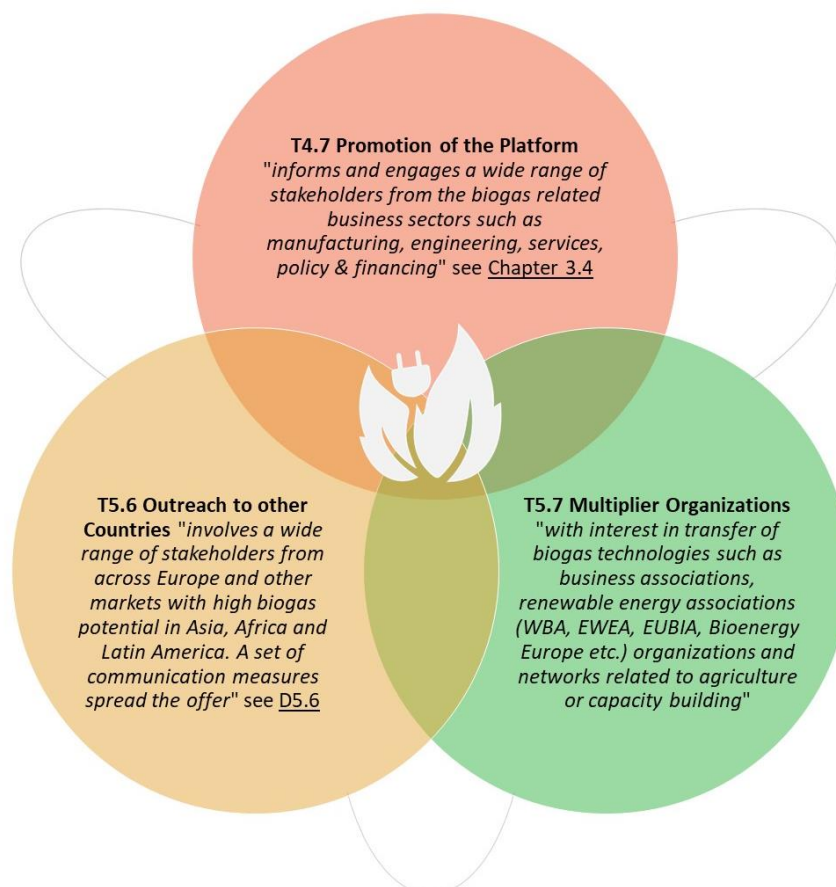


Figure 1: Connection of the specific tasks informing about the Biogas and Gasification Matchmaking Platform.

Synergies were also used in local stakeholder discussion workshops in 2021 (T3.2) – i.e. on March 18 in Indonesia (**RDI**), May 27 in Ghana (**ISEES**), June 29 in South Africa (**GREEN-CAPE**) and October 2-4 in Ethiopia (**ICEADDIS**) including online tours through the tool demonstrating its functions, which were accompanied by the developers from **LLU**. Where suitable, DiBiCoo's web seminar series (T5.4) was used by project representatives in the plenary to inform about the new Biogas and Gasification Matchmaking Platform as well.

The next chapters describe the promotional activities such as the publication of press releases, social media postings through DiBiCoo's LinkedIn, Twitter and Facebook channels, the production of an explainer video and podcast episode featuring DiBiCoo as well as the involvement with stakeholders as defined in T4.7 (see 3.4 User Acquisition & Information Campaign: Outcome) and the overall recognition in the biogas scene.

3.1 Press Releases & Newsletters

Informing about the matchmaking tool: "Brussels, 29.11.2021 – The DiBiCoo EU project has launched an online platform to connect European technology providers with partners developing biogas projects in emerging countries, easily and without costs. Global leaders have committed to deploy higher shares of renewable energy, including biogas, in their countries as one of the measures to fight climate change during COP26. Europe is one of the biggest biogas producers worldwide. It has developed in the past decades valuable know-how and cutting-edge biogas technologies which can support the deployment of higher shares of renewable energy in Europe and beyond." This was the initial press release by the **European Biogas Association** announcing the launch of the digital matchmaking platform developed by DiBiCoo in the year 2021. The development of the platform was announced earlier by the developing team from LLU mid of November with a statement that can be found on their university's website news section. On November 30, **EBA's** press news was followed-up by **AEA's** press release – "Matchmaking": European biogas technology meets project partners in emerging and developing countries with 43 to 64 views on AEA's website of the German and English version. This press release was also translated (French and Spanish) to be used by project partners, which were asked to further distribute the news about the platform release internationally. Additional PRs were released by **WIP** on December 22 and **GIZ** on February 23. In the context of the **European Biogas Conference**, in October 2021, the platform was firstly announced by **GIZ** and further presented to an international audience. In June 2022 **INTA** presented the platform at the **World Biogas Summit 2022**, where it was nominated for 'Best AD/Biogas Support'.



Figure 2 Press releases informing about the launch of the digital matchmaking platform developed by the Latvian University of Life Sciences & Technologies within the framework of DiBiCoo's project work in 2021.



3.2 Social Media Promotion Activities

Following the guidelines in DiBiCoo's **D7.9 Communication Plan**, the following social media activities informing the public and versed audience on LinkedIn, Twitter and Facebook about the platform launch - collected and monitored by the project partners **ICEADDIS & AEA**. Posts also contained target group specific promotional elements and designed promotional contents such as banners and partner statements (see 3.2.1 Partner Statements & Explainer Video).

Table 3: Summary of social media posts and tweets from DiBiCoo's official channels as well as partner activities (incl. reposts & retweets); GLZ used Social Media Channels of their program "Innovation Factory" for D&C: <https://www.innovation-factory.info/#insights>; Data on social media activities have been gathered in the reporting period April-May 2022; The figures and completeness may therefore vary from the current status and thus may be more extensive as of the time of reporting.

Link/Post	Partner	Impres- sions/ Reach	Likes/ Engage- ment
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_biogas-and-gasification-matchmaking-platform-activity-6934779955587260418-1Gq9?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	378	6
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6933366044107390976-U5-R?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	353	12
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6931978800733814784-D326?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	308	4
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_worldbiogasexpo2022-adbiogasindustryawards2022-activity-6917833672272306177-2PKe?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	1150	24
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6921696334647341056-4gq6?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	533	15
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_dibicoo-online-digital-platform-explainer-activity-6919161864580960256-TTtH?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	292	9
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_biogasplatform-matchmaking-provider-activity-6907995264515489792-iZTr?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	391	10
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-690036662877713664-5_am?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	561	13
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6894563167591030784-g6MA?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	649	10
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6889898301580197889-Y8RR?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	788	12
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6886951392469143552-nGO3?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	893	18
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6873525752885764096-4Fr4?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	947	23
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6878970993935749120-6B6p?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	730	12
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6876057357151952896-UssO?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	931	11



Link/Post	Partner	Impres- sions/ Reach	Likes/ Engage- ment
https://www.linkedin.com/posts/digital-global-biogas-cooperation-dibicoo_statement-biogasplatform-matchmaking-activity-6921696334647341056-4gq6?utm_source=linkedin_share&utm_medium=member_desktop_web	ICEADDIS	533	14
https://www.linkedin.com/posts/european-biogas-association_biogas-and-gasification-matchmaking-platform-activity-6897820666616516608-ILJb?utm_source=linkedin_share&utm_medium=member_desktop_web	EBA	1413	8
https://www.linkedin.com/posts/european-biogas-association_statement-biogasplatform-matchmaking-activity-6873916260069974016-M-S?utm_source=linkedin_share&utm_medium=member_desktop_web	EBA	2445	28
https://www.linkedin.com/posts/fvbiogas_dibicoo-online-digital-platform-explainer-activity-6929694647539638272-famv?utm_source=linkedin_share&utm_medium=member_desktop_web	GBA		13
https://www.linkedin.com/posts/fvbiogas_worldbiogasexpo2022-adiogasindustryawards2022-activity-6918097262703670016-wxAK?utm_source=linkedin_share&utm_medium=member_desktop_web	GBA		4
https://www.linkedin.com/posts/fvbiogas_biogas-and-gasification-matchmaking-platform-activity-6897806077044609024-zuWq?utm_source=linkedin_share&utm_medium=member_desktop_web	GBA		6
https://www.linkedin.com/feed/update/urn:li:activity:6917856415051067395/	AEA	119	2
https://www.linkedin.com/feed/update/urn:li:activity:6912307110298968064/	AEA	727	13
https://www.linkedin.com/feed/update/urn:li:activity:6887013765066362880/	AEA	378	6
https://www.linkedin.com/feed/update/urn:li:activity:6869913630377340928/	AEA	817	8
https://www.linkedin.com/posts/green-cape_statement-biogasplatform-matchmaking-activity-6889935991252119552-Myby?utm_source=linkedin_share&utm_medium=member_desktop_web	GREEN-CAPE	619	8
https://twitter.com/DiBiCooEU/status/1529014630030446592?s=20&t=09lk6raQgKwYA_MMTY4xuA	ICEADDIS	166	4
https://twitter.com/DiBiCooEU/status/1527599547723177985?s=20&t=09lk6raQgKwYA_MMTY4xuA	ICEADDIS	271	4
https://twitter.com/DiBiCooEU/status/1526212199559176192?s=20&t=09lk6raQgKwYA_MMTY4xuA	ICEADDIS	88	2
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https://twitter.com/DiBiCooEU/status/1473207119717482500?s=20&t=N7JKkwsQqL-GaGrP3jgykzw	ICEADDIS	296	4
https://twitter.com/DiBiCooEU/status/1470292523356721156?s=20&t=N7JKkwsQqL-GaGrP3jgykzw	ICEADDIS	1268	10
https://twitter.com/DiBiCooEU/status/1467759539218956290?s=20&t=N7JKkwsQqL-GaGrP3jgykzw	ICEADDIS	330	7
https://twitter.com/DiBiCooEU/status/1513816634527555586?s=20&t=N7JKkwsQqL-GaGrP3jgykzw	ICEADDIS	489	7
https://twitter.com/DiBiCooEU/status/1513389180436557827?s=20&t=N7JKkwsQqL-GaGrP3jgykzw	ICEADDIS	490	6
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https://twitter.com/Innovation_Fcty/status/1512071312121860108	GIZ	109	4



Link/Post	Partner	Impres- sions/ Reach	Likes/ Engage- ment
https://twitter.com/Innovation_Fcty/status/1478673852372762631	GIZ	91	9
https://twitter.com/Innovation_Fcty/status/1477991691533664259	GIZ	119	
https://twitter.com/Innovation_Fcty/status/1474035316164022292	GIZ	79	6
https://twitter.com/Innovation_Fcty/status/1473679471274184704	GIZ	42	1
https://twitter.com/Innovation_Fcty/status/1472772998109143046	GIZ	110	10
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https://twitter.com/at_AEA/status/1506611996044804098?s=20&t=9krdfvwh-f7zyAOJNTeFNg	AEA	428	4
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Link/Post	Partner	Impres- sions/ Reach	Likes/ Engage- ment
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https://www.facebook.com/diginnofactory/photos/a.595417687592453/1283200392147509/	GIZ	81	
https://www.facebook.com/diginnofactory/photos/a.595417687592453/1283197745481107	GIZ	91	2
https://www.facebook.com/dibicoo/photos/a.135107787995905/439374967569184/	GIZ	73	
Linked/Twitter/Facebook	Total	36 899	678

Twitter and LinkedIn define an "impression" as any time a user sees one tweet or post for at least 300 milliseconds - whether in their feed, in search results, or as part of a conversation. Impressions are useful to track posts on a moment-by-moment basis. Facebook's post reach is the total number of people who saw a particular post from the DiBiCoo page in their news feed. In both cases, the higher the number of impressions and reach, the more people noticed the content presented. Therefore, the high numbers from our posts and tweets signal that the design and content of the created social media shareables were sufficient and have fulfilled their purpose to promote DiBiCoo's [Biogas and Gasification Matchmaking Platform](#).

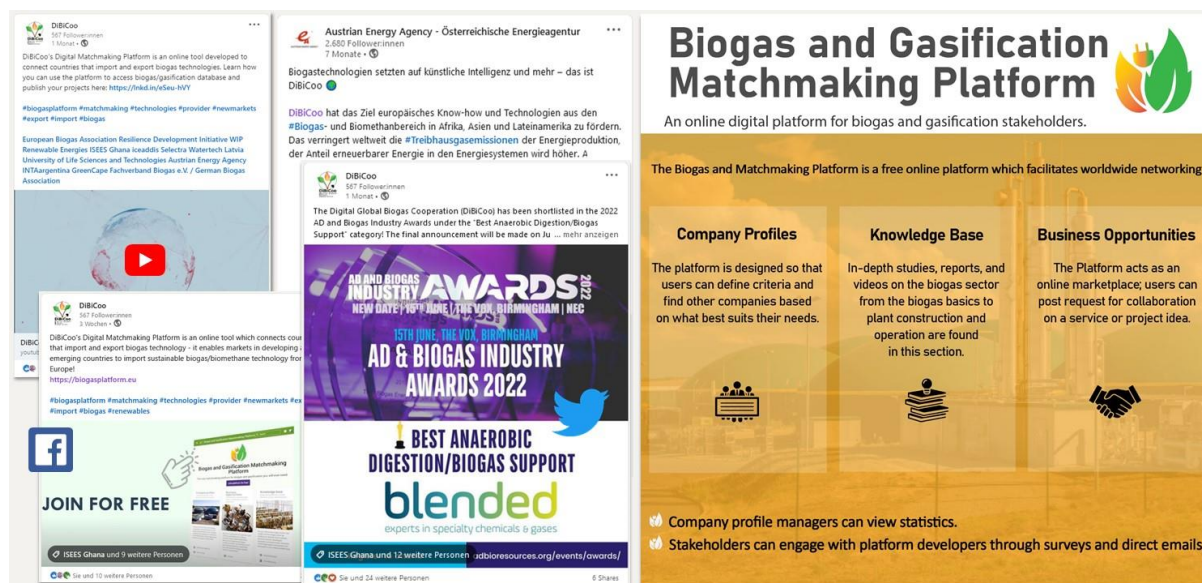


Figure 3: Collage of promotional posts on social media and the platform banner/poster created by ICEADDIS.

3.2.1 Partner Statements & Explainer Video

In cooperation with Task 5.6 and 5.7 (Outreach Activities and Multipliers) a total number of 40 postings including 14 partner statements testifying the benefits of the Biogas and Gasification Matchmaking Platform on DiBiCoo's social media channels such as Twitter, Facebook and LinkedIn have been created and distributed accordingly during the promotion period of 8 months (beginning in late November 2021 until June 2022). The target audience ranged from interested private persons (Facebook/Twitter) to more specialized professionals and organizations (LinkedIn), which were addressed with news about the platform as well as the project development and activities in general. Special focus was set on introducing the benefits in using the DiBiCoo's online platform worldwide for B2B matchmaking in the biogas and gasification sector for free. Therefore, above-mentioned individual statements from the project partners were collected to showcase the variety of user benefits in a nutshell - from different angles such as biogas associations, biogas project developers, engineers, engineering partners and partners from finance and investment giving their distinct point of view.



Figure 4: Statements from DiBiCoo's project partners about the benefits of the B2B matchmaking platform

Together with partners from **GREENCAPE**, a video production company from South Africa has been selected to create a promotional clip explaining the functions and features of the biogasplatform. DiBiCoo's creative team provided suitable texts and images in the form of a storyboard. Video footage from the virtual study tours (Germany, Austria) was used as well as stock footage to complement the overall picture. In addition, footage of the handling of the platform was used to show the simplicity and advantages of using the new online tool to the interested audience. The clip has a total length of about 2 minutes and 40 seconds.

DiBiCoo Online Digital Platform Explainer Video: https://youtu.be/QSV_WaTVpLw



3.3 Podcast "Petajoule Projects" Interviews

Together with experts and project coordinators from the **German Biogas Association** and **GIZ**, DiBiCoo's project activities and especially support in demonstration projects have been portrait in an 73-minute podcast interview – "*Biogas: Role model for regional energy supply and global technology transfer?*" showcasing selected demo projects and highlighting the bio-gasplatform and its value for the biogas sector. The interview was recorded in an online telephone call, including statements from representatives from local partners in Ghana and Ethiopia. One aspect of the talk was the further use of the Biogas and Gasification Matchmaking Platform after the project ends, creating value for users worldwide outside the project reach and beyond the project duration through the takeover by the German Biogas Association (**FvB**). The first episode of the brand-new podcast was published November 26 in 2021 and distributed over the following networks (see *below*) reaching **235 listeners** until May 2022.



Figure 5: Study tour meeting in Germany, November 2021. The group shows AEA's Petajoule Projects Podcast interview partners (left to right): Frank Hofmann (FvB), Bernhard Wlcek (AEA), Ann-Kathrin van Laere (GIZ), Rev Nana Kofi Ahenkorah (Managing Director at Beta Construction Engineers Ltd.), Dr. Nega Tassie Abate (local partner in Ghana) and Johannes Anhorn (GIZ)

Petajoule "Projects" Podcast | DiBiCoo Episode: <https://petajouleprojects.podigee.io/>

Google: <https://podcasts.google.com/feed/aHR0cHM6Ly9wZXRham91bGVwcm9qZWNoY5wb2RpZ2VlMlVlL2ZlZWQvbXAz>

Spotify: <https://open.spotify.com/show/73yX690tBpjq67qmF25Vda?si=5401cffa837246f4>

Apple: <https://podcasts.apple.com/podcast/id1596916108>

Deezer: <https://deezer.com/de/show/3180542>



3.4 User Acquisition & Information Campaign: Outcome

With respect to the task description DiBiCoo actively informed and engaged a wide range of stakeholders from the biogas related business sectors such as manufacturing, engineering, services, etc. by using one of the biggest B2B platforms for the DACH region. Searching criteria included a) companies that are based in the EU, specifically in German speaking DACH countries, i.e. Austria, Switzerland and Germany who have b) a worldwide market interest for their engineering, manufacturing or consultancy services in the biogas, gasification and AD sectors. From 272 potential candidates, 180 have been actively informed about the biogasplatform.eu and its benefits for companies with an interest in expanding their global business, of which 92 in total have registered to the platform either shortly before or after the outreach via wlv.at.

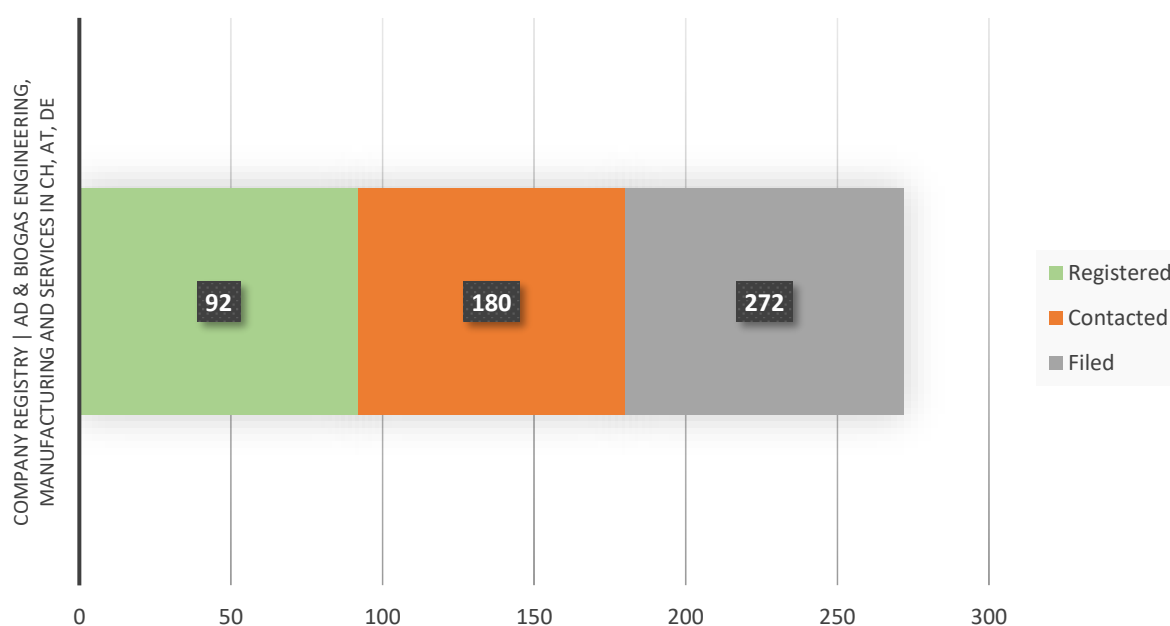


Figure 6: Statistics of successful outreaches and contacts via the B2B platform wlv.at

B2B platform with > 600.000 technology & service providers: <https://www.wlv.at/>

Compiled list of suitable companies from the DACH region and outside the EU: **272**

Contacted companies identified as European key technology providers: **180**

Companies from the list registered on the biogasplatform: **92**

In summary a total number of **331 users** have registered after SCM 6 by beginning of April 2022 after launching the platform in November 2021 with six month of promotion. By end of May 2022 already **200 company profiles** and 6-9 business opportunities including services, finance, turnkey providers, and several component producers for CHP, biogas upgrading, pre-treatment, wet digestion and gas analysis were listed on the platform.

3.5 Awards & Recognition

DiBiCoo's digital B2B matchmaking platform and support for demonstration projects in Ghana, South Africa, Argentina, Ethiopia and Indonesia were submitted to the Anaerobic Digestion and Biogas Industry Awards 2022. The submission material included a description of the overall consortium activities and especially interactions with local project partners, which were partially recorded as audio interviews as well as a selection of project partner statements on the benefits of the online platform. Mid of April 2022 DiBiCoo was informed that the **DiBiCoo | Biogas and Gasification Matchmaking Platform** was shortlisted in the category 'Best AD/Biogas Support' among three other contributions.



5. Best Anaerobic Digestion/Biogas Support

blended

experts in specialty chemicals & gases

Sponsored by Blended Products

DiBiCoo | Biogas and Gasification Matchmaking Platform

Emerging and developing countries need clean and affordable energy, but technology and know-how are not always available. The international Horizon 2020 project Digital Global Biogas Cooperation (DiBiCoo) has therefore recently published an open source online platform to find ideal partners in less time and without costs so that local biomass sources can be utilised for the production of renewable energy. The biogasplatform.eu acts as a database of biogas and gasification related stakeholders with an additional feature for matchmaking and business application publishing. The platform enables markets worldwide to import sustainable biogas and biomethane technologies from Europe. Find out more in this explainer video: https://youtu.be/QSV_WaTVpLw

Figure 7: Shortlist Nomination AD and Biogas Industry Awards 2022

Complete ADBA Shortlist 2022: <https://adbioresources.org/events/awards/shortlist-2022/>

World Biogas Summit & Expo 2022: <https://www.biogastradeshow.com/>



As a result, DiBiCoo's biogasplatform was "**highly commended**" during the Awards Ceremony in Birmingham/UK, June 15, which was a great moment of honor for all parties involved. During the event, about 360 persons from the international biogas and AD industry were present, representing around 120 companies, associations and universities. In numerous individual conversations DiBiCoo's representatives also had the opportunity to promote the biogasplatform and actively invite to the final conference "[Biogas for Future](#)" which will take place as an online event virtually, June 21.



Figure 8: AD and Biogas Industry Awards Ceremony 2022 (left to right): Octavian Holtz (GIZ), Jorge A. Hilbert (INTA), Stefan Weiss (AEA) and Bernhard Wlcek (AEA) - Best Anaerobic Digestion/Biogas Support "Highly Commended" DiBiCoo: Biogas & Gasification Matchmaking Platform; Organised & sponsored by ADBA, Blended, WBA

"Our judges this year had a very hard time in selecting the awards' winners due to the high number of excellent entries we received, showcasing the tremendous advances our industry is making. We therefore would like to thank everyone who submitted an entry and congratulate all the participants for the excellent work they have done. We hope you will have a wonderful time tonight and make the most of this opportunity to meet truly inspiring individuals and companies." (Charlotte Morton, WBA's Chief Executive and Chris Huhne, ADBA's Chairman)

AD and Biogas Industry Awards Tables 2022 | Complete List of Participants:

<https://adbioresources.org/events/awards/ad-biogas-industry-awards-tables-2022/>



References

AEA Press Release (international^{1,2})

["Matchmaking": European biogas technology meets project partners in emerging and developing countries | Press Release](#)

["Matchmaking": Europäische Biogas-Technologie trifft auf Projektpartner:innen in Schwellen- und Entwicklungsländern | Presseaussendung](#)

EBA Press Release

[New digital platform connects biogas technology providers with project developers around the globe | European Biogas Association](#)

LLU Press Release

[Radīta platforma biznesa partneru meklēšanai biogāzes nozarē](#)

FvB/GBA Press Release

[DiBiCoo präsentiert sich im Rahmen der BIOGAS Convention & Trade Fair 2021](#)
[FvB/GBA International Newsletter](#)

GIZ Press Release

[Digitales Matchmaking: Weltweit geeignete Partner für Biogasprojekte finden](#)

WIP Press Release

[International Cooperation on Biogas – physical and virtual events facilitated networking among biogas experts](#)

EBA Newsletter

[New digital platform connects biogas technology providers with project developers around the globe](#)

AKBOE Newsletter

<https://mailchi.mp/5256056847d0/kompost-biogas-newsletter-ausgabe-112021>

GIZ Newsletter

[Digital Matchmaking: Finding suitable partners for biogas projects around the globe](#)

EBA Presentation

[Presentation at the European Biogas Conference 2021](#)

AEA "Petajoule Projects" Podcast

[PP #01 | Biogas: Vorbild für regionale Energieversorgung und globalen Technologietransfer?](#)

¹ ["Matchmaking" : la technologie européenne du biogaz rencontre des partenaires de projets dans les pays émergents et en développement | Communiqué de presse](#)

² ["Matchmaking": la tecnología europea del biogás se reúne con socios de proyectos en países emergentes y en desarrollo | Comunicado de prensa](#)

Press Clippings

European News Agency

[DiBiCoo's Digital Biogas and Gasification Platform](#)

Energy News Magazine – Austria

["Biogas and Gasification Matchmaking Platform": Europäische Biogas-Technologie findet zu Projektpartner:innen in Schwellen- und Entwicklungsländern](#)

Renewable Energy Magazine / Energías Renovables – Spain

[Biogas Sector Launches Overview on European Biogas](#)

RETEMA – Revista Técnica de Medio Ambiente – Argentina

[Conectando proveedores de tecnología con promotores de proyectos de biogás de todo el mundo](#)

Gas + Energie (gwf) – Germany

[DiBiCoo veröffentlicht die "Biogas and Gasification Matchmaking Platform" - gwf-gas.de](#)

Zukunft Gas – Germany

[Digitales Matchmaking: Weltweit geeignete Partner für Biogasprojekte finden](#)

Bioenergy Insight – England/UK

[EBA to launch overview of biogas, gasification technologies](#)

ESI Africa – Africa's leading Power and Energy Journal

[Exploring finance and digital cooperation in the biogas sector](#)

[Networking to increase uptake of biogas technologies](#)

Global Methane Initiative (GMI)

[Biogas and Gasification Matchmaking Platform](#)

The DiBiCoo project and DiBiCoo's [Biogas and Gasification Matchmaking Platform](#) were also represented by several project partners at numerous international conferences (an extended list of conference participations can be found in **WIP's** corresponding [D7.6 report](#)) such as:

European Biogas Conference, October 2021 (GIZ)

<https://www.europeanbiogas.eu/european-biogas-conference-2021/>

Biogas Trade Fair & Convention, November 2021 (GBA)

<https://www.biogas-convention.com/>

Biogas21 Congress, December 2021 (AEA)

<https://www.kompost-biogas.info/veranstaltungen/kongress-biogas21>

IFAT International Conference, May 2022 (GBA)

<https://ifat.de/de/>

The World Biogas Summit, June 2022 (INTA)

<https://world-biogas-summit.com/>



The DiBiCoo Consortium

COORDINATOR



PARTNERS FROM EXPORTING COUNTRIES



PARTNERS FROM IMPORTING COUNTRIES





Digital global Biogas Cooperation

Project website: www.dibicoo.org

Biogas and Gasification Matchmaking Platform: <https://www.biogasplatform.eu/>

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