



D8.1 - Launching press conference dossier

- J a n u a r y · 2 0 1 3 -



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**PROMOTION OF USED COOKING OIL RECYCLING FOR SUSTAINABLE
BIODIESEL PRODUCTION (RecOil)**

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1. Introduction

2. Brussels (Be)

3. cádiz (ES)



5. Chania (Gr)

6. Cosenza (it)

7. setúbal (PT)

8. tjele (DK)

ANNEX I Press clippings

1. Introduction

Launching Press Conferences has been held within the RecOil Project in seven different European regions: Brussels (Belgium), Cádiz (Spain), Chania (Greece), Cosenza (Italy), Setúbal (Portugal) and Tjele (Denmark). They were organized by project partners with the support of public bodies. Their main aim was to present the project, its objectives, and the foreseen results to local and regional media in order to spread the RecOil actions scope to public authorities and citizens, but also to involve stakeholders and key actors on UCO and biodiésel sector in the projects activities from the very beginning.

> Facts and Figures

Press Conferences	7
Attendees	<ul style="list-style-type: none"> • Journalists (X) • Local/regional authorities (X) • Associations (X) • Private operators (X) • Householders (X)
Media Appearances	<ul style="list-style-type: none"> • Newspapers (X) • Webpages (X) • WebTV (X) • Videos (X) • Radios (X)
Population reached (aprox.)	<ul style="list-style-type: none"> • Brussels (BE) • Cádiz (ES) • Chania (GR) • Cosenza (IT) • Setúbal (PT) • Tjele (DK)

2. Brussels (Be)

> Basic Info

What?	
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Who?

When?

Where?

Media

[> Press release](#)

3. cádiz (ES)

[> Basic Info](#)

What?

A launching press conference organized by APEC with the aim to do a formal presentation of the project in the region. It includes two speeches and a short presentation with the main information about the project. Speeches were performed by the vice-president of the Provincial Government, Bernardo Villar, and the responsible of Environmental Issues, Daniel Sánchez. The technical presentation was given by Pablo Quero (APEC staff).

Who? The event was attended by main local/regional media and also 13 regional stakeholders and UCO key actors (incl. consumers associations, oil collection and waste treatment companies, representatives from municipalities, ecologists, cooperatives, etc.).

When? Thursday 21st June 2012.

Where? Province Hall, Cádiz (SPAIN).

Media 17 different regional media informed about the Press Conference, including the most relevant regional/local newspapers (Diario de Cádiz, La Voz de Cádiz) and news websites (Andalucía Información, Andalucía Hoy, etc.).

> Press release

RecOil Project was presented in the Province of Cádiz with a launching press conference celebrated the 21st of June in the Provincial Hall (Cádiz). The event was lead by the vice-president of the Provincial Government, Bernardo Villar, and the responsible of Environmental Issues, Daniel Sánchez, and attended by more than 30 participants, including local SMEs, consumers associations, NGOs, and municipal waste service experts.

During the presentation, Bernardo Villar pointed out that the participation of the Energy Agency Province of Cádiz in this project endorses a “happy trend”, as demonstrated in previous international projects aimed to achieve a more efficient municipal energy management and an increase of renewable energy use. Regarding used cooking oil management, RecOil project means a logical continuation of previous initiatives promoted by the Provincial Government to identify the recycling opportunities for used cooking oils in the Province, as well as the collecting systems installed in few municipalities of the

Province and the different initiatives related to UCO recycling set up by private stakeholders. For its part, Daniel Sánchez hopes that the development of RecOil will motivate a behavior change among citizens in the Province to a more recycling-friendly social perception. He also noted that more than 60% of domestic used oil is poured directly to the drain, causing environmental problems, blockages and odors in the pipes.

The conference included also a brief presentation about RecOil to describe the partnership, identify the target groups and to explain its objective and goals, the foreseen working programme and the expected results.



5.
(Gr)

Chania

Foto: Carmen Romero

> **Basic Info**

What?

Who?

When?

Where?

Media

> **Press release**

6. Cosenza (it)

> **Basic Info**

What?	A press conference organized by ALESSCO, and supported by the Province of Cosenza Councillor in Energy Policies Mr. Biagio Diana. After his introduction, Carmine Brescia, ALESSCO's Director, presented the project's future activities, objectives and expected results.
Who?	The event was attended by 10 journalists coming from the most relevant local/regional media in Cosenza.
When?	Tuesday 27th November 2012.



Where? Province of Cosenza Palace, Cosenza (ITALY).

Media The press release appeared in seven different regional media including a newspaper (Gazzetta del Sud), two web TV (CN24 and Telecosenza) and four websites (strill, Provincia di Cosenza, Citta Metropolitana and Il Velino Agenzia Giornalistica).

> Press release

ALESSCO, supported by the Province of Cosenza Councillor in Energy Policies Mr. Biagio Diana, has presented RecOil project in a press conference on the 27th November 2012 at the Province of Cosenza Palace.

After the project's launch in the Province of Cosenza territory, on the occasion of Calabria Expo, ALESSCO presented RecOil in a press conference with local newspapers journalists. About 10 journalists joined the press conference. After a brief introduction by Mr. Biagio Diana, Mr. Carmine Brescia, ALESSCO's Director, presented the project's future activities, objectives and expected results.



7. setúbal (PT)

> Basic Info

What?

Who?

When?



Where?

Media

[> Press release](#)

8. tjele (DK)

[> Basic Info](#)

What?

Who?

When? Thursday 13th September 2012

Where? Tjele (DENMARK)

Media

[> Press release](#)



RecOil Partnership

**Energy and Environment Agency of Arrábida (coordinator),
Factor Social,
Technical University of Crete - Environmental Engineering Dpt, Renewable and Sustainable Energy Systems Lab.
Local Energy Agency Province of Cosenza,
Energy Management Agency Province of Cádiz,
Regional Energy Agency for Barreiro, Moita, Montijo and Alcochete,
ElinBiofuels S.A.,
Energy, Transport, Agriculture SRL,
Municipality of Castrolibero,
European Biomass Industry Association,
Agro Business Park.**



