

Bio-fuels and Green Marketing




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Bio-fuels - Overview

***Biofuel** is defined as solid, liquid or gaseous fuel obtained from relatively recently lifeless biological material and is different from fossil fuels, which are derived from long dead biological material.*

There are 2 common strategies of producing liquid and gaseous agrofuels.

1. Grow crops high in sugar (sugar cane, sugar beet) or starch (corn/maize), and then use yeast fermentation to produce ethyl alcohol (ethanol).

2. Grow plants that contain high amounts of vegetable oil, such as oil palm, soybean, algae, jatropha, or pongamia pinnata. When these oils are heated, they can be burned directly in a diesel engine, or they can be chemically processed to produce fuels such as biodiesel.

Wikipedia



1st Generation Bio-fuels



First generation biofuels are edible (both by humans and livestock) seeds or grains that are fermented or pressed to create oil which is used as biofuel.

2nd Generation Bio-fuels




***Second generation biofuels** are created from non-food crops like stalks of wheat and corn and non-edible plants like Miscanthus, Castor Oil plants, and trees like Jatropha.*

Benefits:

- 1. Does not divert food away from humans and livestock*
- 2. Can significantly reduce disposal problems (orange peels, sawdust).*
- 3. Planting trees for biofuel use reverses deforestation.*
- 4. Inhibits soil erosion*

Wikipedia and Georges Valme President, Haitian Agro Industries

3rd Generation Bio-fuels

A decorative graphic consisting of overlapping yellow, red, and blue squares with a black crosshair.

*Algae fuel, also called **oilgae** or **third generation biofuel**, is a biofuel from [algae](#). It produces 30 times more energy per acre than land crops such as soybeans and algae is easy to grow, however algae oil is hard to extract.*

Wikipedia



Biofuel Program That Works



Profile: Haitian American Agro Industries, Inc.

- Biofuel crops
- Biodiesel Stoves
- Oil Filtering
- Education
- Food Crops

[Link to HAAI](#)



What is New Media?



New Media is a term that describes digital media; or Internet media as opposed to analog media like TV and Radio.

- Social networking
- Interactivity
- The Obama Presidential Campaign
- Search engines
- Websites

- Will alter the meaning of geographic distance.
- Allow for a huge increase in the volume of communication.
- Provide the possibility of increasing the speed of communication.
- Provide opportunities for interactive communication.
- Allow forms of communication that were previously separate to overlap and interconnect.



Why New Media?

- Popular
- Immediate
- Relatively Inexpensive
- Transportable / Viral
- Targeted
- Engaging





Considerations International New Media

- Each region has different social networking applications
- Social differences
 - Blogging campaigns have to be very carefully managed to avoid social blunders.
- Availability of electricity, computers, access to the Internet
- Analysis



Haiti New Media Marketing

- Social Network - Haiti Kiskeya
- Internet Usage in Haiti - 8 out of every 100 uses the Internet. World Bank
- In Haiti, only 12.5% of the population have access to electricity “officially”, [\[2\]](#) although the Ministry of Public Works estimate that the coverage could be around 25% when irregular connections are considered. [\[5\]](#) In the capital, [Port-au-Prince](#), the access rate is about 45%. [\[5\]](#)
Wikipedia



Steps to Implement Marketing Campaigns

1. Business Goals
2. SWOT
3. Market Analysis
4. Market Segments
5. Resources
6. Tools / Methods
7. Tasks / Timeline (Project Plan)
8. Risk Management
9. Metrics

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Green Finance New Media Working, Example

I. Carbon Manna

- **Blog**
<http://www.marketwire.com/press-release/Carbon-Manna-Unlimited-953397.html>
- LinkedIn
- Facebook
- E-news

Discussion: New Media in Developing Countries




- Why wouldn't the Carbon Mana model work in Haiti?
- Under what circumstances could you use New Media for outreach in developing countries?
- Are there other ways to use New Media for efforts in developing countries?
- What other marketing tools / methodologies might work in a country like Haiti where most of the population does not have access to the Internet?

Green Marketing Difficulties, US



W



While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best.

1. Perception that eco-friendly products are not as good as other products.
2. Overuse, everyone is suddenly trying to position their company as green and that their products are eco-friendly.
3. Lack of standards / public agreement. What is green?
4. "Green washing"

Wikipedia/green marketing

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Exercise: Develop a Marketing Campaign



Create an integrated marketing campaign following the steps from the slide titled "Steps to Implementing Marketing Campaigns". Remember to perform the market analysis and include measurable goals and outcomes aka metrics.



Resources

- [Renewable Energy Council](#)
 - [The Clean.org](#)
 - [Carbon Manna Micro Finance](#)
 - [Synthesize Strategies](#)
 - [Winfield Corporation](#)
 - [Wikipedia Biofuels](#)
 - [Evolution Partners](#)
 - [5 Million Green Jobs](#)
 - [Global Warming](#)
 - [Black Carbon Pollution](#)
 - [Mashable](#)
 - [Haiti Kiskeya](#)
 - [The Green 11](#)
- [CleanTech, LLC](#)
 - [Haitian American Agro Industries](#)

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Food for thought: Bio-fuels



Carbon Dioxide from Power Plants: in 2002 about 40% of U.S. carbon dioxide emissions stem from the burning of fossil fuels for the purpose of electricity generation.

Vehicle Fuel: About 33% of U.S carbon dioxide emissions comes from the burning of gasoline in internal-combustion engines of cars

If you replaced fossil fuels in these sources of carbon dioxide with bio-fuel in the United States **you would reduce toxic emissions by 73%.**