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## Project Newsletter: LNG Blue Corridors

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## 1. Introduction

### *What is the LNG BLUE CORRIDORS Project?*

The Blue Corridors project's aim is to establish LNG as a real alternative for medium- and long-distance transport—first as a complementary fuel and later as an adequate substitute for diesel.

Up to now the common use of gas as fuel has been for heavy vehicles running on natural gas (NG) only for municipal use, such as urban buses and garbage collection trucks. In both types of application, engine performance and autonomy are good with present technologies, as they are well adapted to this alternative cleaner fuel.

However analysing the consumption data, the equivalence in autonomy of 1 litre of diesel oil is 5 litres of CNG (Compressed Natural Gas), compressed to 200 bar. Five times more volume of fuel prevents the use of CNG in heavy road transport, because its volume and weight would be too great for a long-distance truck.

This opens the way for LNG (Liquefied Natural Gas), which is the way natural gas is transported by ship to any point of the globe. NG liquefies at 162° C below zero, and the cost in energy is only 5% of the original gas.

This state of NG gives LNG the advantage of very high energy content. Only 1,8 litres of LNG are needed to meet the equivalent autonomy of using 1 litre of diesel oil.

A 40-ton road tractor in Europe needs a tank of 400 to 500 litres for a 1.000 km trip; its equivalent volume with liquid gas would be 700 to 900 litres of LNG, a tank dimension that could easily be fitted to the side of the truck chassis. LNG therefore opens the way to the use of NG for medium- and long-distance road transport.

LNG has huge potential for contributing to achieving Europe's policy objectives, such as the Commission's targets for greenhouse gas reduction, air quality targets, while at the same time reducing dependency on crude oil and guaranteeing supply security. Natural gas heavy-duty vehicles already comply with Euro V emission standards and have enormous potential to reach future Euro VI emission standards without complex exhaust gas after-treatment technologies, which have increased procurement and maintenance costs.



To meet the objectives, a series of LNG refuelling points have been defined along the four corridors covering the Atlantic area (green line), the Mediterranean region (red line) and connecting Europe's South with the North (blue line) and its West and East (yellow line) accordingly. In order to implement a sustainable transport network for Europe, the project has set the goal to build approximately 14 new LNG stations, both permanent and mobile, on critical locations along the Blue Corridors whilst building up a fleet of approximately 100 Heavy-Duty Vehicles powered by LNG.

This European project is financed by the Seventh Framework Programme (FP7), with the amount of 7.96 M€ (total investments amounting to 14.33 M€), involving 27 partners from 11 countries.

This document corresponds to the fifth deliverable within work package 8. It is a description document about the design of the project newsletter. This document will be available at the project website: <http://www.lngbluecorridors.eu/>.



LNG Blue Corridors Project is supported by the European Commission under the Seventh Framework Programme (FP7). The sole responsibility for the content of the website lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the FP7 nor the European Commission is responsible for any use that may be made of the information contained therein.

## 2. Project newsletter

### *What is the project newsletter?*

A newsletter is a written report that informs about the recent activities of an organization, company, project and that is sent to a target group of people interested in the content. The recipients could include contributors, stockholders, or the like, as well as the press and general public.

In the case of the LNG Blue Corridor newsletter, the information that will be included will be related to the project activities, available reports or documentation, general news related to the LNG business, etc.

The newsletter will be sent to a list of more than 7,000 recipients, from which the most important target groups have been identified, such as:

- Political contacts: members of the European parliament, EC officers, national & local authorities
- Stakeholders, such as OEMs, gas companies, infrastructure related companies, etc.
- Fleet owners & final users
- Potential investors

The project newsletter has been developed according to the deliverable document 8.5. This publication will be distributed twice per year over the 4 years of the LNG Blue Corridors Project.

### *What are the objectives of the project newsletter?*

The goal of this newsletter is to disseminate the project results to the industry, both automotive and natural gas industry, as well as to governments, stakeholders, investors and suppliers in the clearest way. They can get first-hand information about LNG Blue Corridors Project and from the partners involved.

The newsletter intends to disseminate the development archived during the LNG Project life. To succeed with the communication objective, the newsletter will have different levels of information, to reach from the interested potential customer that wants to learn more about LNG use as a transport fuel business to the fleet owner that is considering to evolve his fleet toward LNG use and needs information about the regulations, infrastructure, models available in his country, etc. and needs a real business case.

The main objectives are:

- To guarantee the diffusion to the greatest possible number of contacts
- To increase the interest of the LNG Project activities to the public
- To increase the awareness of the use of LNG fuel as a reality, by providing real examples of available vehicles, refuelling station points, etc.
- To show the great advances made by the consortium, in order to create awareness and increase the number of visitors to the project website
- To disseminate the public reports made by the consortium

- To inform the general public about the events/seminars where the project will be presented in order to facilitate the exchange of information and networking
- To update the available European LNG refuelling station infrastructure, by announcing the opening of the LNG stations
- To keep track of the most important news related to the sector, via the section “News from the LNG Sector”

### *What are the results?*

The fact of sending this newsletter, which can reach thousands of people from different sectors, has multiple benefits.

This dissemination gives the project high visibility as well as important promotion of this innovative technology. LNG Blue Corridors is the first European project on the use of liquefied natural gas as fuel for heavy-duty vehicles.

The intention is attract the readers enabling them to understand this technology better. In many cases, the readers will be related with this technology but in this way, they can follow up the standardization and homologation process in Europe through these bulletins, and how this fuel is becoming a strong alternative to diesel, consolidated in vehicles and infrastructure.

A good knowledge of LNG will be really important for its development as well as future sales.

The main results that should be achieved are:

- To guarantee a good number of readers for the project deliverables
- To present this technology as a real alternative to fleet owners, which should become an increase of demand for LNG vehicles
- To lobby on the necessity of harmonization of the current LNG regulations across the European countries
- To increase the level of participants and networking possibilities at the events/info days related to the project

## Newsletter structure

The structure of the newsletter is divided in sections as shown below.

The bulletin is divided in three parts:

1. Upper section/ head

This section contains the LNG Project branding, which includes a design on blue/black/grey with the project logo and name. It also shows additional information as the Seventh Framework Programme logo, the number edition of each bulletin (Issue01 in the first case), date, etc.

The option “webversion” is also included to avoid visual problems for different browsers and the “unsubscribe” button.

The subscribers interested in dropping from the distribution list could be deleted from the list by clicking this option. NGVA Europe will receive their request and they will be erased from the distribution list, in order to comply with the law of data protection.

2. Content/ core information

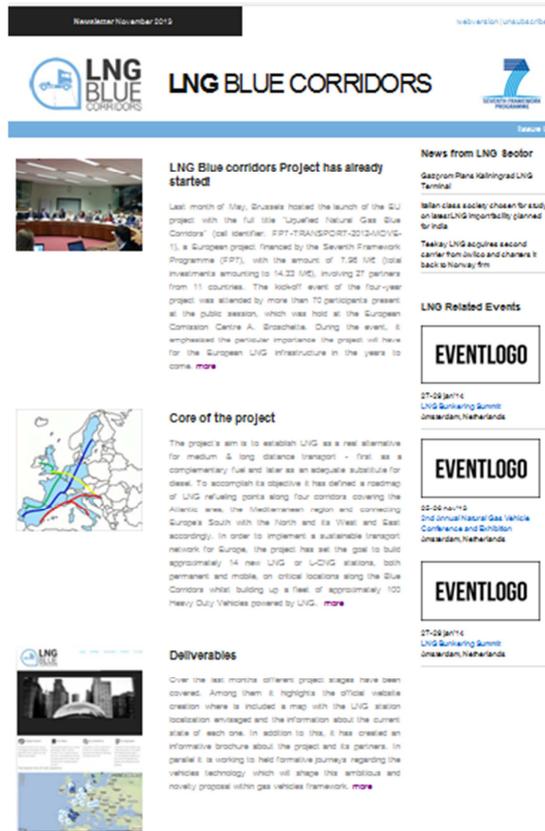
Initially, the main information part is divided in three sections as well. In general terms, the headlines of each section will be:

- A - General information about the project. In Issue01 this is titled: *LNG Blue Corridors Project has already started!* In the next bulletins this information will be updated with new topics related to that project stage, depending on the information available. In general, this section will be addressed to the general public and will include an overview of the latest activities developed within the consortium. Also, when real data of the use of the trucks/refilling stations is available, it will be included to make customers aware of the possible future savings when using this fuel. It will be the most “commercial oriented” section.
- B - Information about the on-going tasks within the project. In the first issue it is titled *Core of the project* in order to give an overview about it. For the coming issues, this section will cover parts related to the technical aspects related to the projects, such as the activities developed mostly in the WP4, WP5 and WP6. The news related to the standards affecting the use of this technology will mainly be covered here.
- C - Deliverables produced within the project. All the public reports produced within the project frame will be distributed here. If an interesting publication related to the LNG sector is suitable to be included, it could also be included here.

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_



Those three sections could be modified or enlarged upon demand, since the newsletter is a flexible tool ready to adapt to the project dissemination needs.

At the right side of the newsletter, a column with two sections has been added:

- News from the LNG sector: We will include an overview of the most relevant news affecting LNG use as a fuel. The news will be updated in each issue.
- LNG-related events: A summary of the events/seminars/meetings related to the sector will be shown. When possible, in the case of commercial events, NGVA Europe will try to get a favourable discount for the project members.

### 3. Partners logos



In the mid-section of the newsletters all the partners' logos are shown. There are 26 partners in total, and it has been considered important to include logos of all the partners involved in the project, so they can be seen by the readers. In this way the entities, as well as the countries involved, what type of technology is used in the project, etc. is known. In short this gives a broad idea about the project's magnitude.

### 4. Information about the project contact.



In this section, at the bottom of the newsletter, the link of the project's website as well as the contact of the project coordinator are included.

Finally, as with all document deliverables of this project, a contractual disclaimer has been included.

In conclusion, this newsletter should build upon the project necessities, and NGVA Europe is ready to fulfil as much as possible the project dissemination needs that may occur during the project's life.

### *Current situation*

Over the last months, time has been needed to create a new bulletin, discussing what is the important information to be shared with the readers, what are the most useful sections for each sector, etc.

As agreed with the project officer, the documents are delivered with the interim project report.

Currently, the final layout has been finalized and we are waiting for the final list of the public deliverables that could be included in the first issue. Since the next newsletter is foreseen by May 2014, we have preferred to wait some days in order to be able to include the first public deliverables.

8.1 Website (we will not distribute this deliverable in the newsletter, but it will be placed on the website)

3.1.1 Report on state of LNG and LCNG (Liquefied-Compressed Natural Gas) filling station technologies in Europe

3.1.2 Gas qualities throughout the value chain

The Newsletter will be ready to be sent at the beginning of December.