



MADEGASCAR

Market development for gas driven cars including supply and distribution of biogas

Our mission – our network

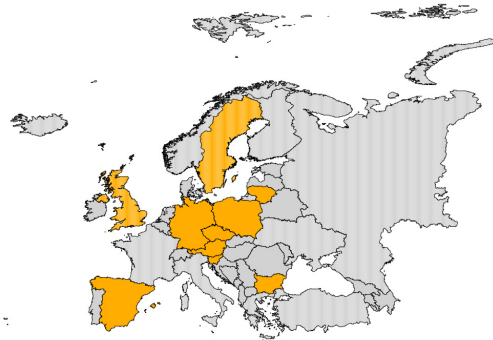
Although natural gas is a cleaner and cheaper alternative to petrol or diesel, customers are still suspicious of alternative fuels and vehicles. Therefore....

MADEGASCAR's main focus lies on the transfer of information to spark the interest in natural gas and to clear any constraints.

15 partners from 10 European countries participate in the IEE-funded project. Marketing activities are adapted to the very different region's framework conditions.

The MADEGASCAR networks, on a regional and European level, enable mutual learning between key actors and establish long-term partnerships for business opportunities and market development.

Everyone interested can participate in our network – just get in touch with the partner in your country – www.madegascar.eu!



Addressing barriers – remove with action

Major barriers were directly addressed by specific actions:

Lack of awareness and information on the consumer side:

Various marketing activities raise the information level of consumers.

Low information level among car dealers and service stations:

Special trainings for car dealers and service stations were developed.

Lack of gas fuelling stations:

Plans were elaborated to identify the best ways for the infrastructure expansion.

No supply infrastructure to integrate biogas into the fuel cycle:

Relevant actors were brought together to elaborate a strategy whether to build fuel stations to deliver upgraded biogas separately or to feed it into the natural gas grid.

Narrow range of natural gas vehicles offered by the automotive industry:

An up to date overview was needed and is published on the MADEGASCAR website.

Legal barriers in some countries / regions:

Legal barriers were identified and brought to the attention of governments in order to be removed.



From natural gas to bio-methane

Natural gas, with today more than 9.5 million motor vehicles on the roads worldwide has **many benefits**:

- Reduced particulate, NOx (Nitrogen Oxides) and CO₂ emissions
- Lower fuels costs
- Proven technology and available now

Despite all these advantages, natural gas is still a fossil fuel..... but we believe:

The use of natural gas vehicles now will lead the way towards the use of bio-methane!

Bio-methane formed from organic waste is the world's most environmentally friendly fuel. It is CO₂ neutral and can therefore be used in all natural gas vehicle models.

EU Strategy:	2005	2010	2015	2020
Biofuels	2%	5,75%	7%	8%
Natural gas	-	2%	5%	10%
Hydrogen	-	-	2%	5%

The White Paper of the European Commission calls for dependence on oil (currently 98 %) in the transport sector to be reduced by using alternative fuels.

