



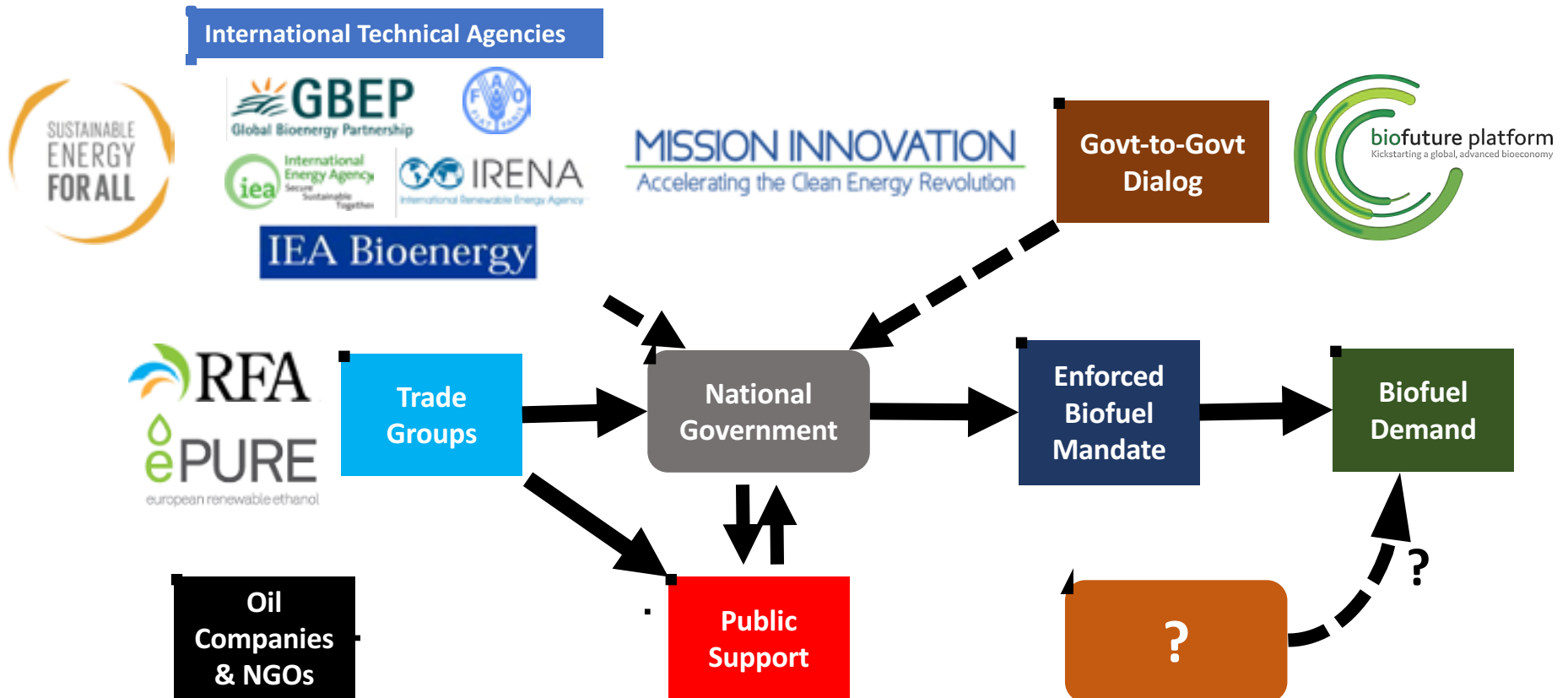
Growing the global market for the
world's most sustainable fuels



New International Organizations are working to grow the Global Bioeconomy

Better policies and R&D can facilitate supply, **BUT**

- How to grow robust demand not dependent on government mandates?
- How to truly unleash market forces to drive innovation?



below50 – Growing the Global Market for the World’s Most Sustainable Fuels

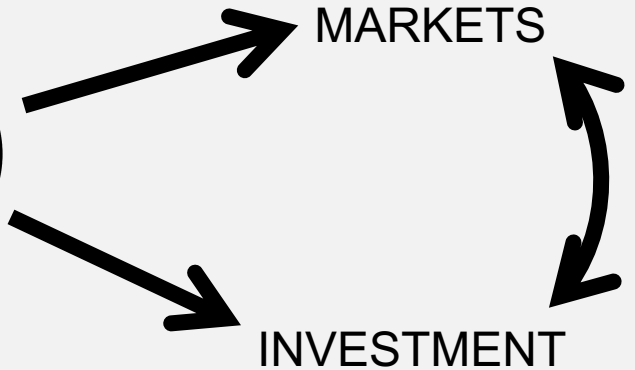


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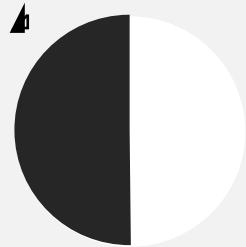


wbcscd

PRIVATE



below50 fuels



Less than ½ CO₂ emissions of fossil fuels



DOE Bioeconomy 2017

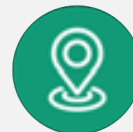
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below50 – Enabling the uptake of Low Carbon Fuels

- Convert the **global momentum on climate action** into national level policies, i.e. link Low Carbon Fuels to the NDCs
- Create cross-sectoral **B2B opportunities in new & mature markets** throughout the supply chain
- Host regional dialogues in key markets to **engage with investors and financiers** to address investment barriers
- Create demand for below50 fuels by **recruiting corporate fuel buyers**



Movement



Action

below50 – Connecting the entire value



Annual Volume procured

100 Million litres of
below50 fuels



Annual Production capacity of

120 Million litres of
below50 fuels



Total Investment

USD 180 Million



Jobs (Direct and Indirect)

5000



all



feedstock



producers



fleet operators



consumers



technology



finance



governments

UNITED











LCTPi
Led by wbcSD



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below50 – Connecting the entire value

		Supply		Demand		Enablers			
									
		Feedstock	Producers	Fleet Operators	Customers	Infrastructure	Technology	Investors	Governments
Criteria	Commitment (sign-up)	Commitment to 12 Sustainability Principles	Commitment to 12 Sustainability Principles and Minimum output capacity/revenue	Commitment to increasing its use of below50 fuels as a percentage of total fuel use by 2020. ¹	Commitment to minimize emissions from business travel and/or logistics by preferring services that use low carbon fuels	Committed to Carbon War Room's Regional Take off Program (Airports)	Commitment to actively research and develop technology for below50 fuels (R&D)	Commitment to maximising the investment in below50 fuels across relevant operations	
	Action (approved)	3 rd party assurance of the 12 Sustainability Principles	3 rd party assurance of the 12 Sustainab. Principles ² - GHG inc/ ILUC	Companies must have undertaken an investment/contract for ongoing use of below50 fuels.	Companies must have in their procurement principles and/or business travel policy a sentence about low carbon fuels, with preference for a significant role.	Airports must have undertaken an investment/contract for ongoing use of below50 fuels.	Technology has been used , at least, in one demo or commercial project with below50 fuels	Funded or Invested in below50 projects across the supply chain (e.g. equity, debt)	Governments who join need to have pro-sustainable fuel policies.

¹ Disclosure of volumes are preferred for airline fleet operators. The target should be reviewed when appropriate

² RSB certification or equivalent – case by case analysis

WE MEAN BUSINESS below50 – Leveraging business climate commitments to drive below50 fuel demand

RE 100 RE100 is pushing corporate uptake of renewable electricity.

 Likewise, below50 will drive corporate uptake of below50 fuels.

Introduction

We Mean Business is a coalition of organizations working with thousands of the world's most influential businesses and investors.



Below50 & WeMeanBusiness

Since December 2016, below50 is part of the WMB corporate engagement. Meaning that the 7 organisations will support below50 in terms of recruitment and amplifying our work program. During 2017 we will explore opportunities of this coalition.

Impact & Opportunities

- Global Visibility
- Accountability
- Communications & profiling
- High-profile Events
- Member recruitment
- Potential Financial support

The World Business Council for Sustainable Development (WBCSD) is a **CEO-led organization of forward-thinking companies** that galvanizes the global business community to create a sustainable future for business, society and the environment.



200 Global
member
companies



\$9tn Aggregate
revenue of
members



19m Employees
in WBCSD member
companies



67 Countries
Global Network
partners

below50 will recruit WBCSD members to commit using below50 fuels





BSR®

CELEBRATING
25 YEARS

COLLABORATIVE INITIATIVES | FUTURE OF FUELS

Sustainable Fuel Buyers' Principles

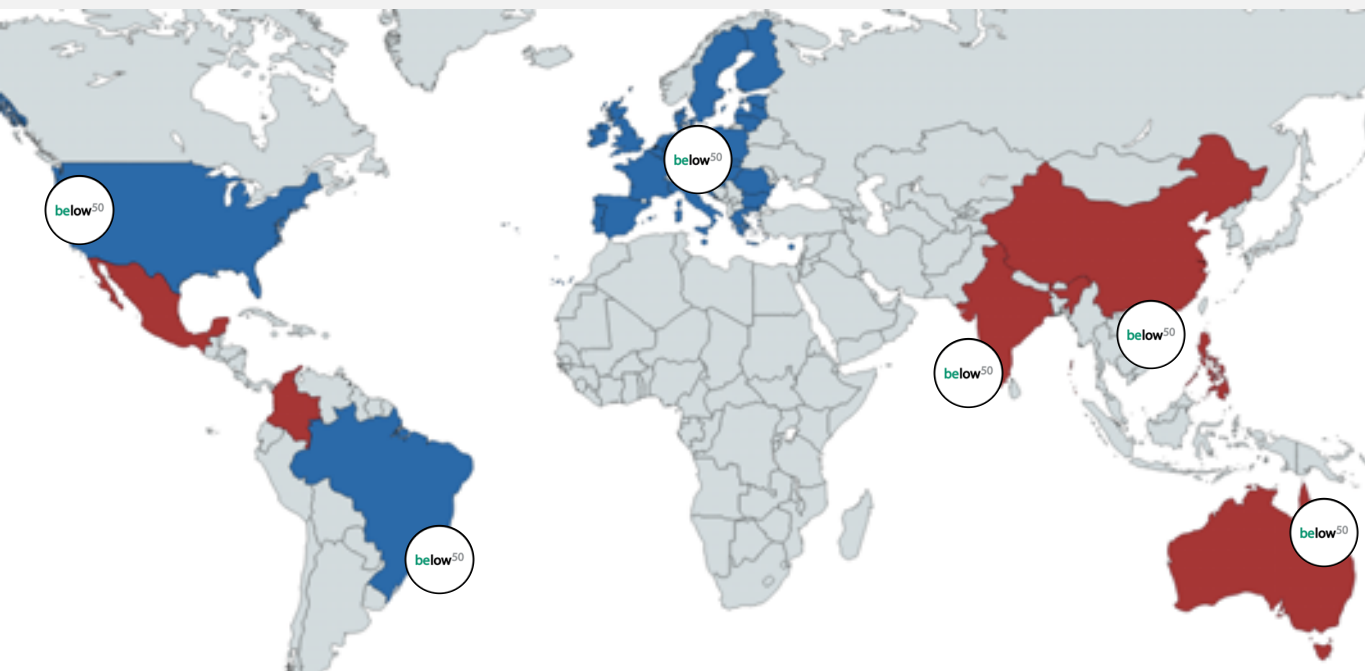


The companies listed above are committed to accelerating the transition to sustainable, low-carbon fuel and related technologies. Specifically, buyers and shippers who support the Principles intend to:

- Signal the magnitude of business demand for more sustainable, low-carbon fuels for freight
- Clearly articulate criteria necessary to accelerate uptake of these fuels by buyers
- Encourage value chain engagement to boost collaboration and pilot new fuel investments

below50 – National engagement to accelerate market growth

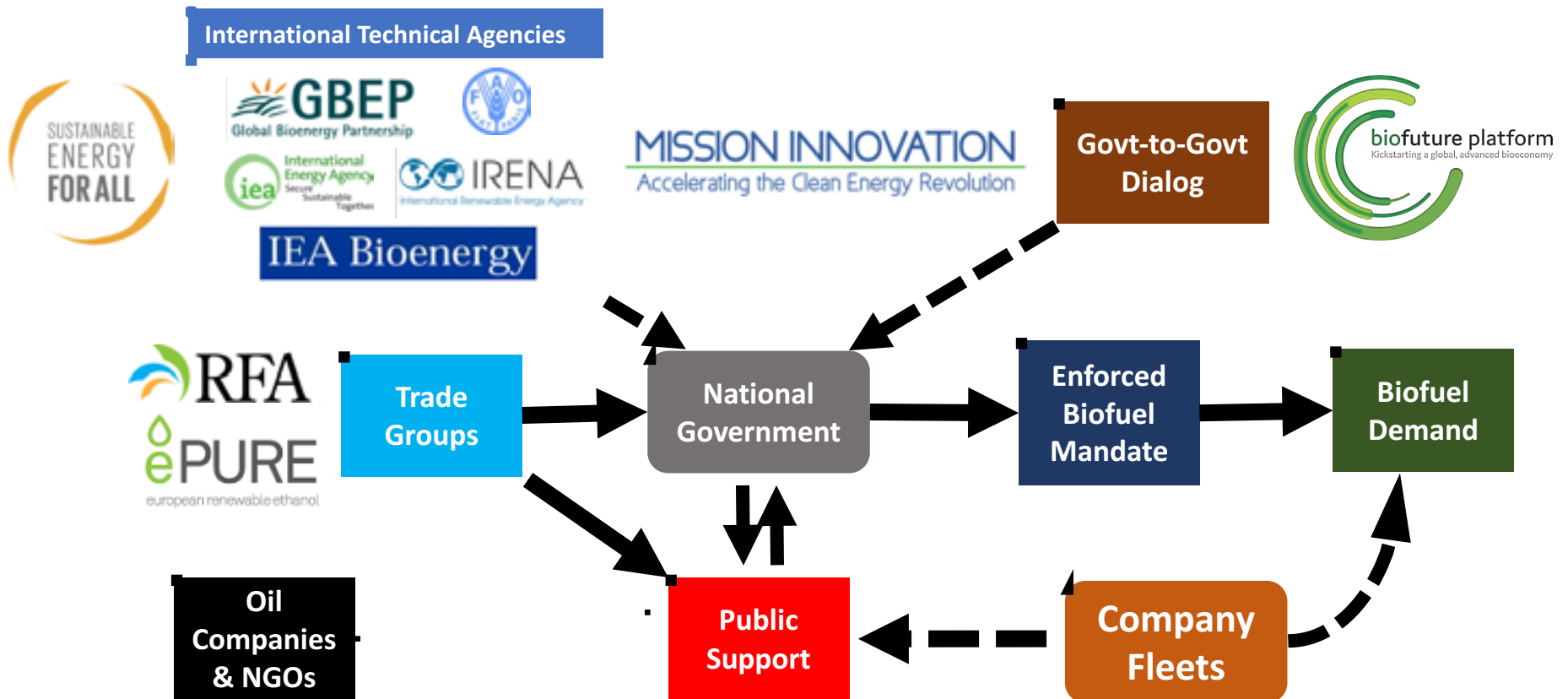
- Establishing regional and national hubs
- Efforts to create demand will take into account national context



below50 Australia is working with QRFA and QLD Government to recruit buyers from the mining, construction, freight and shipping sectors

Direct Corporate purchasing of below50 fuels can

- 1) Drive demand that can drive investment &
- 2) Improve consumer perception of below50 fuels.

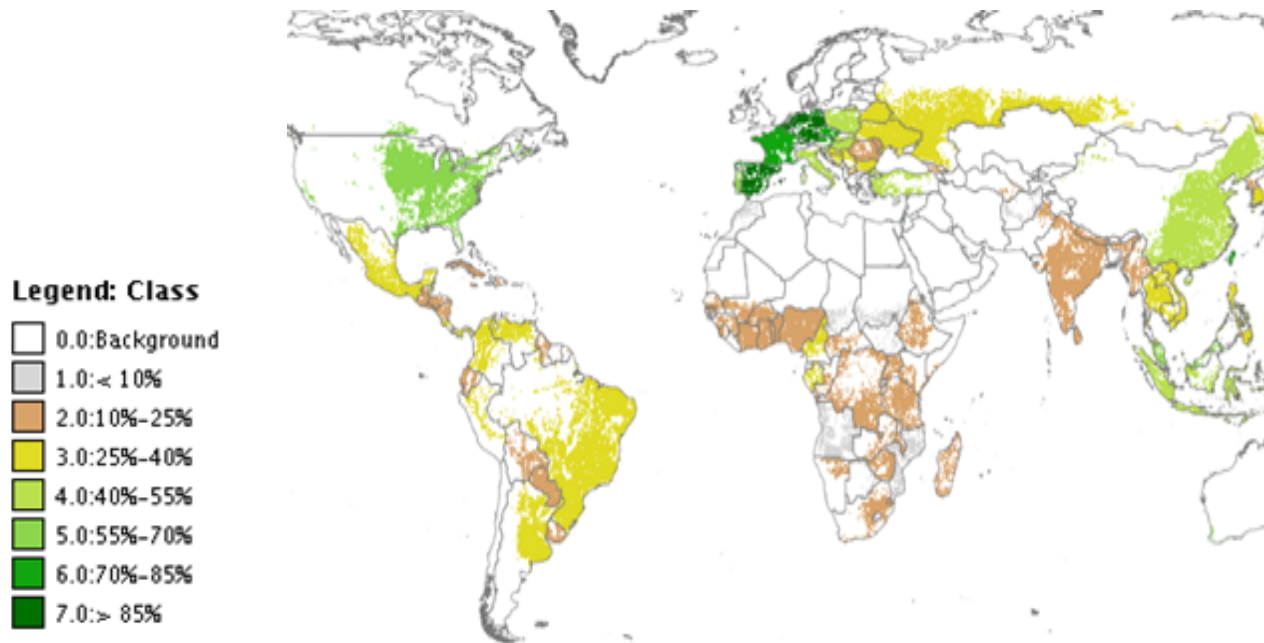


How do we bring the Global South into the Global Bioeconomy?



Increasing ag yields will boost biomass and starch production

Ratio of Actual to Potential Yield for Maize (Year 2000)



Source: Global Agro-Ecological Zones

Gerard J. Ostheimer, Ph.D.

below50

Senior Advisor

ostheimer@wbcasd.org



below50.org

below, bescience, bebetter, beinnovation, bepart