

Biofuel: Greenwashing or Greening?

Based on research from the Bionext project

Presentation at URBAN GREEN GROWTH

23. May 2019

BI Norwegian Business School, Oslo

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Huge opportunities for biofuel industry in Norway (NRK Trøndelag 2014)

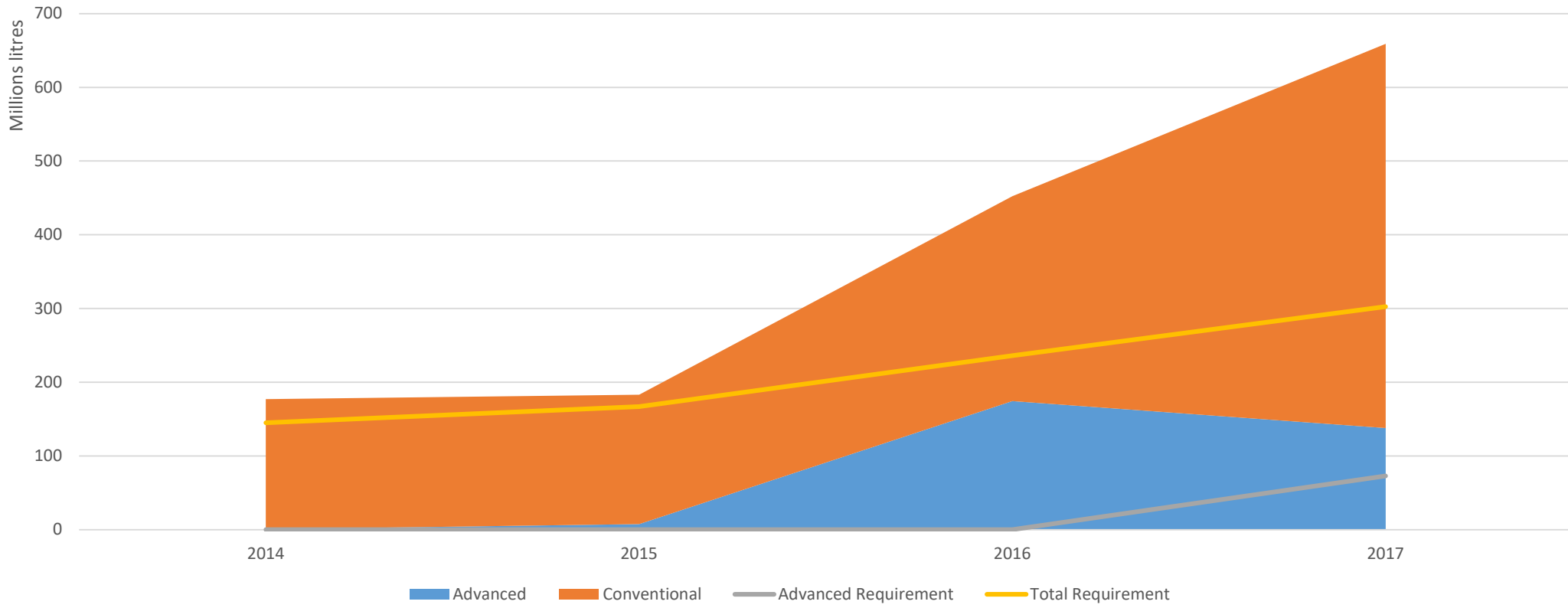
There is a tremendous potential for building up a large, **climate-friendly and internationally oriented biofuel industry from Norwegian timber**, ”says Erik Lahnstein of the Norwegian Forestry Association. Now he asks the politicians to facilitate the development.

<https://www.nrk.no/trondelag/ser-enorme-muligheter-for-biodrivstoff-industri-i-norge-1.12041233>



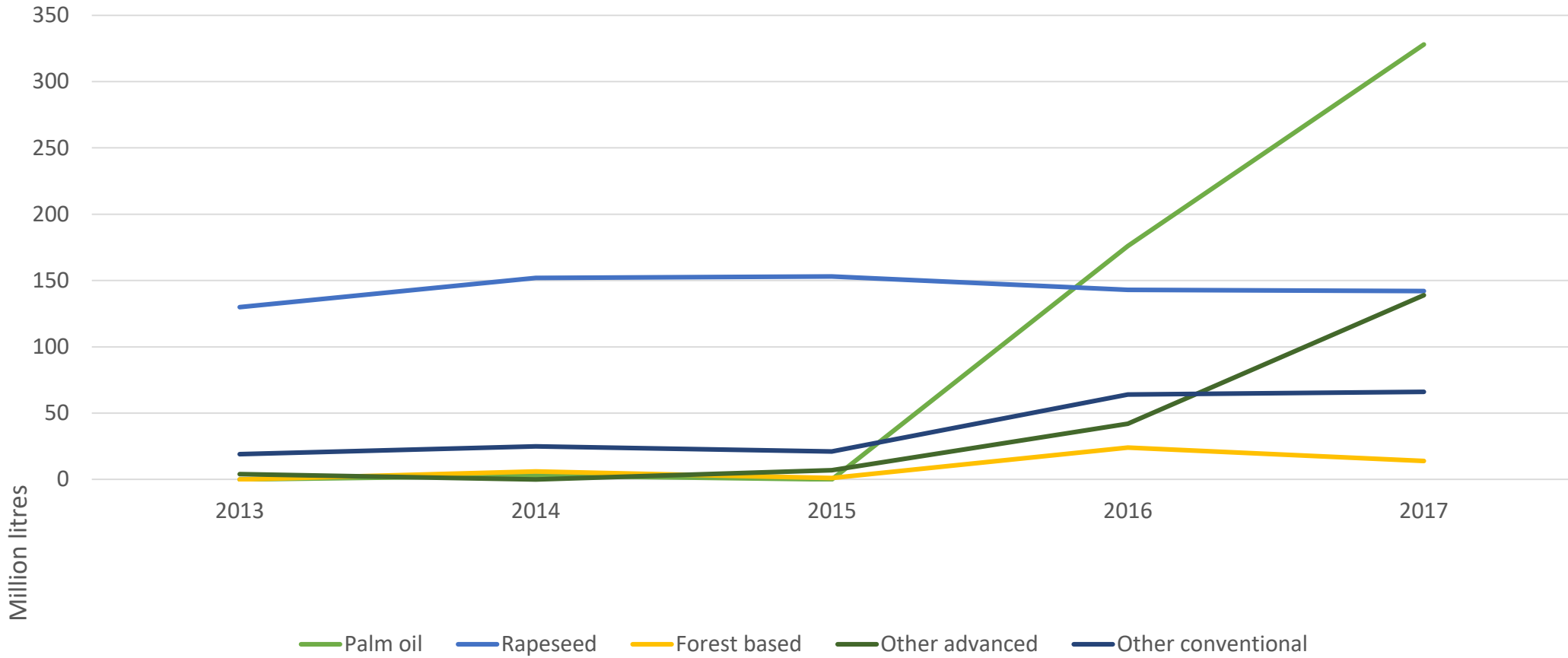


A Success for Market Penetration!



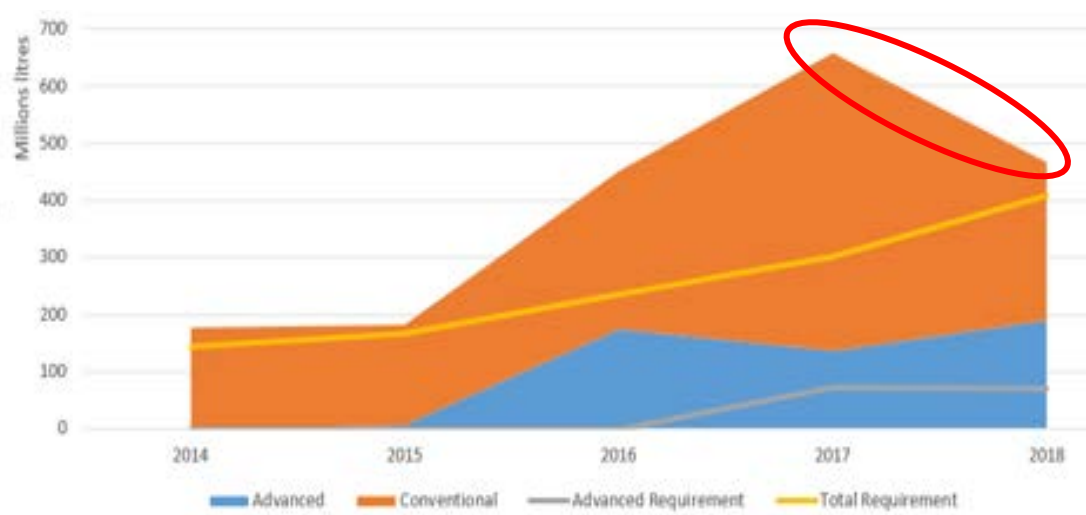
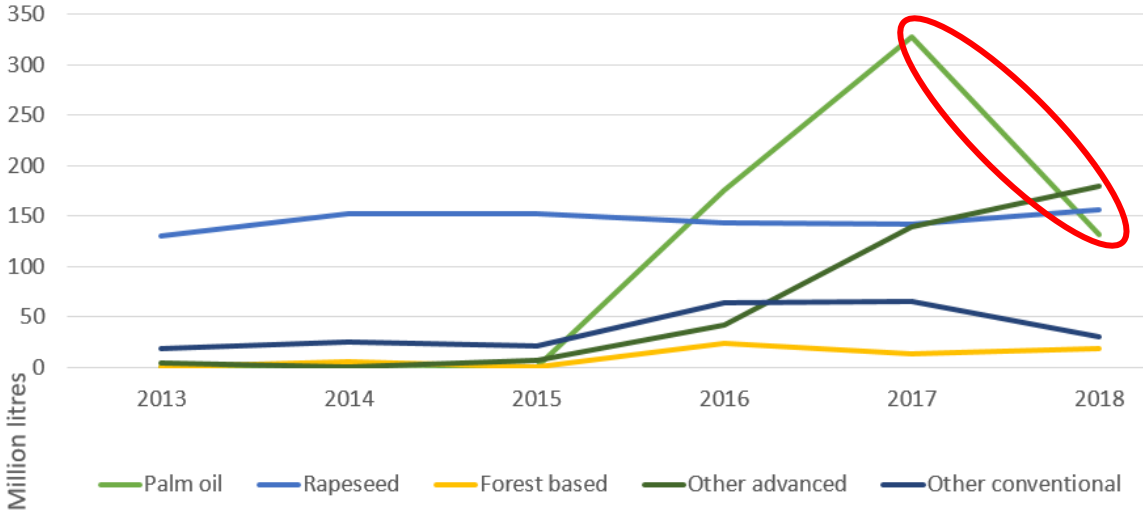
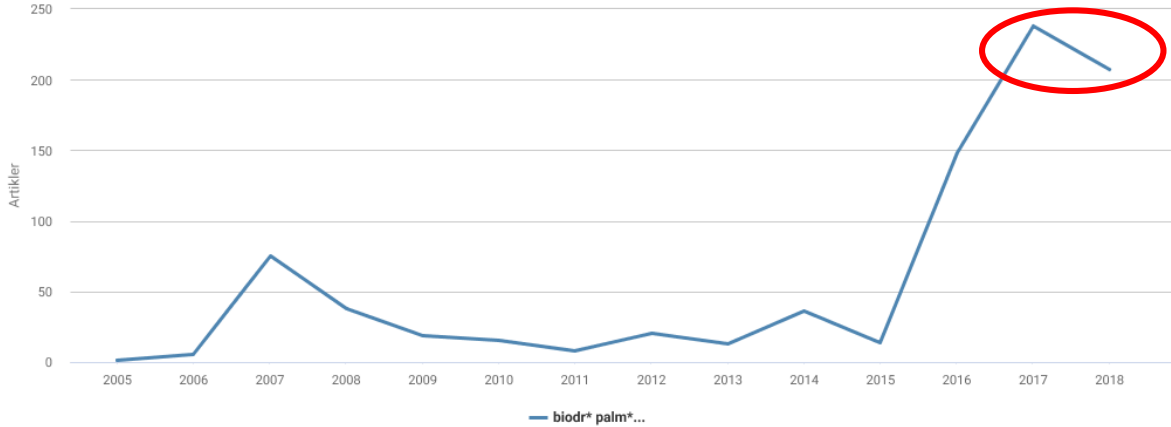


A Success for Sustainability?



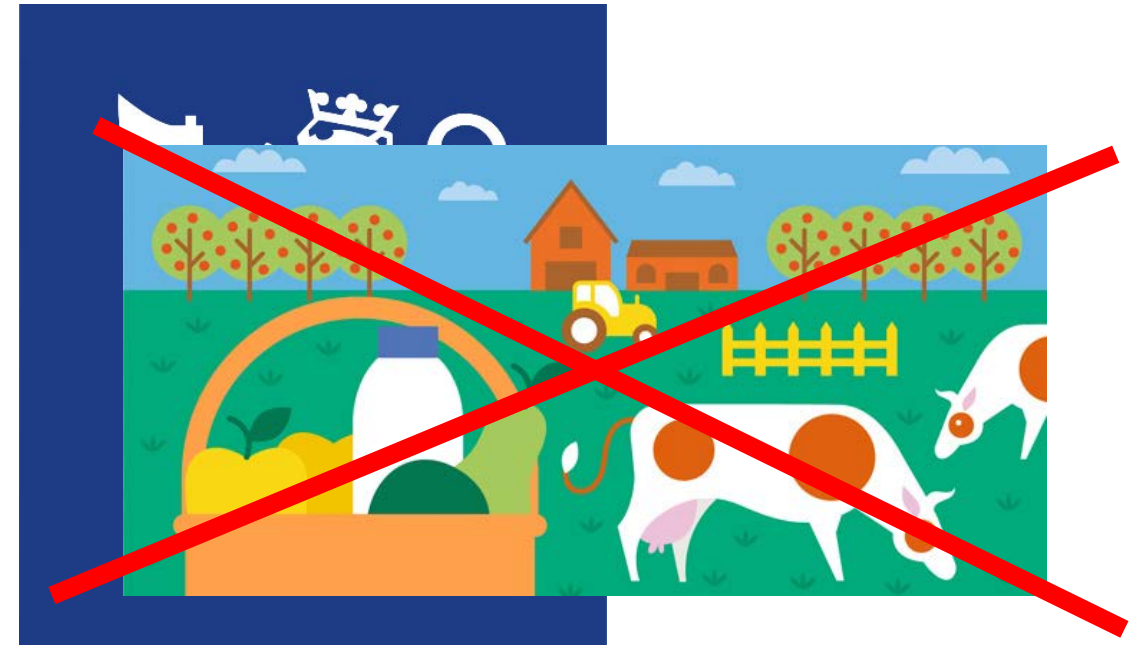
Response to Palm Oil Debate

Intensity of Public Debate



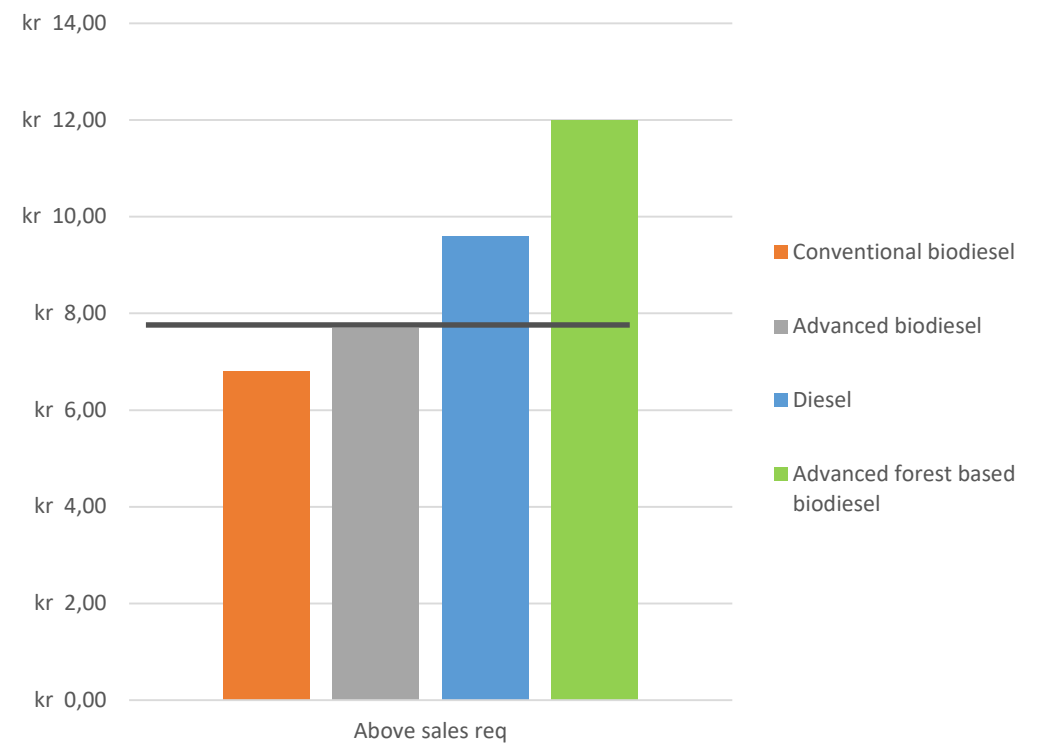
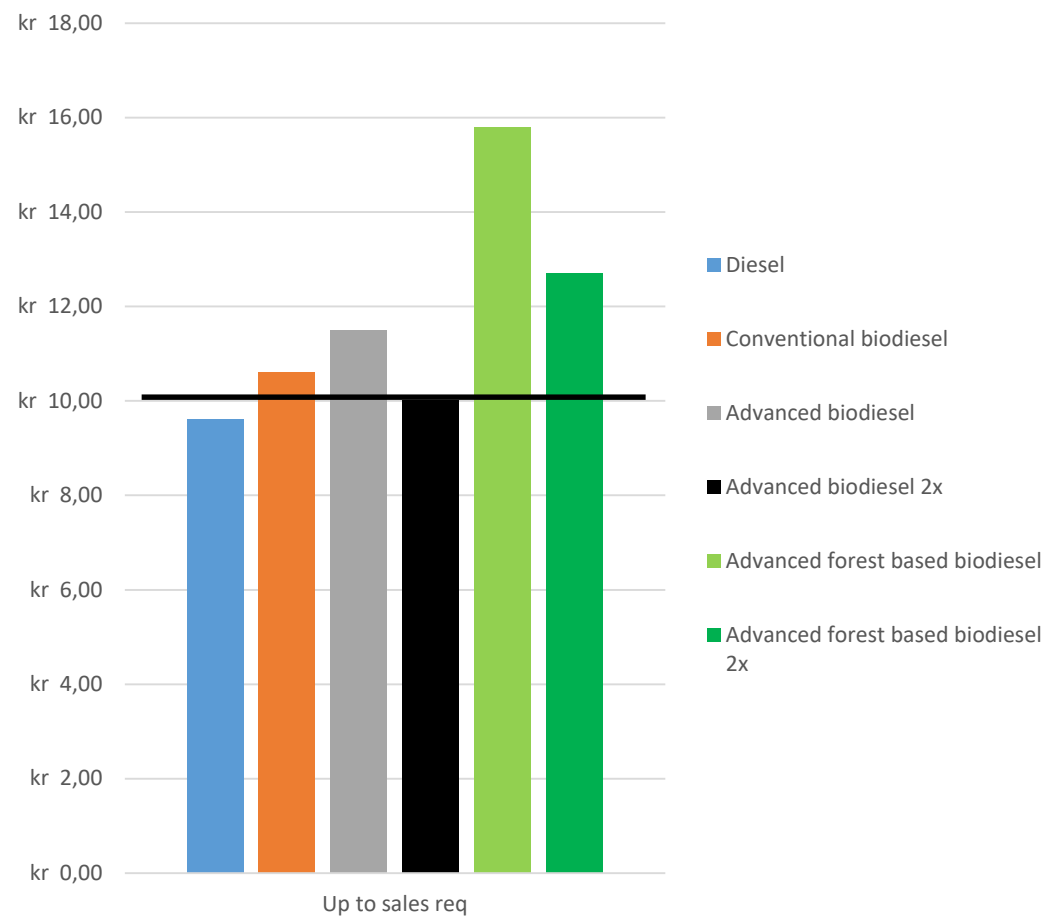
Current Policy Focus

ADVANCED
BI♥FUELS

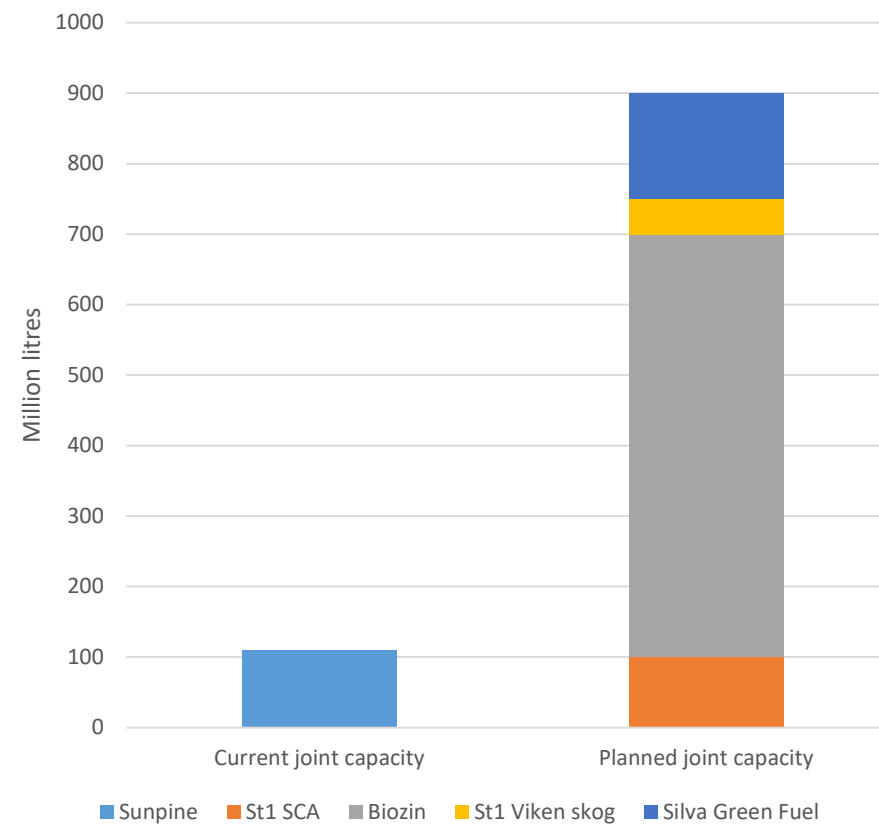
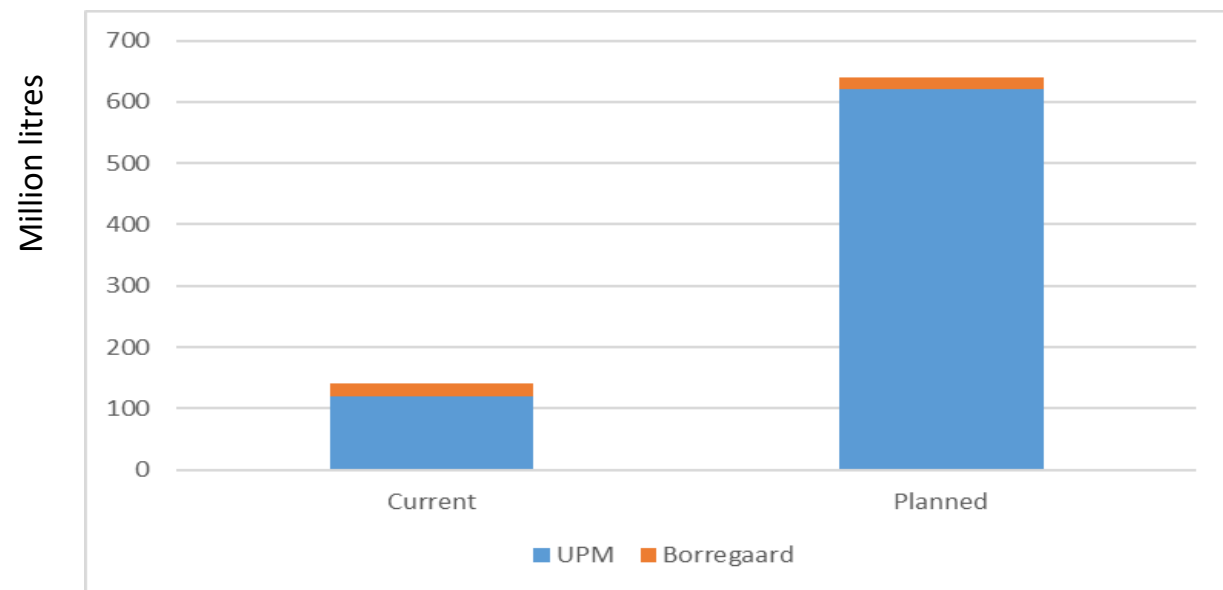




Will advanced biodiesel solve the problems with sustainability and volume?

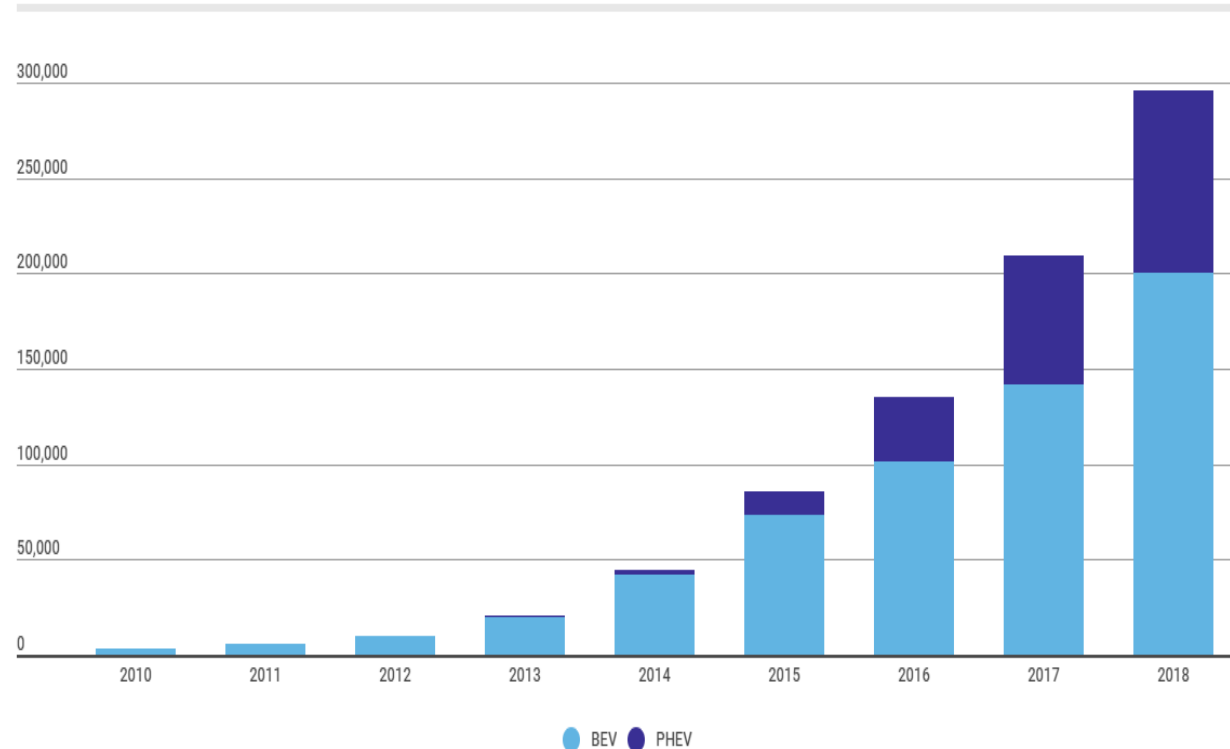


Planned forest based biofuel projects



Biofuel as a transition in inter-green competition

Electric vehicle fleet in Norway



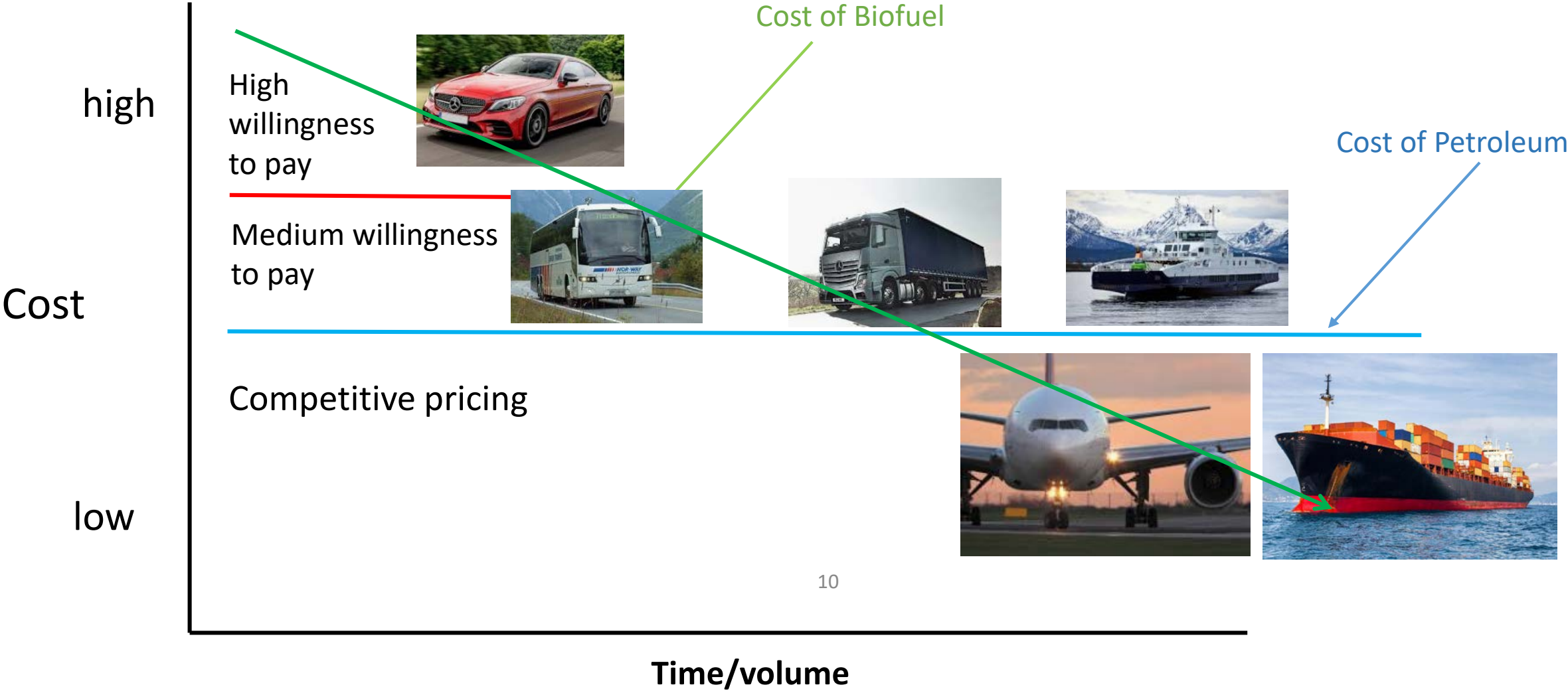
Number of registered electric passenger- and light commercial vehicles in Norway from 2010. Updated: December 31st 2018.

Source: The Norwegian Public Roads Administration

- A limited window of opportunity for biofuel for personal vehicles in Norway
- Electric vehicles are increasing rapidly.



Segment Succession in a Learning perspective



Parts of Forest Industry is doing well on higher value products

