





Biofuels Information Exchange

Innovations in agricultural knowledge sharing

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Biofuels: Why?



- In 2008, there was a:
 - > \$396 million investment in cellulosic conversion
 - \$125m investment in biodiesel
 - \$195m investment in algal biodiesel
- Growth in bio-energy is due to rise steeply
 - Land use for biofuels in major producing countries is currently ~13.8 million ha
 - Needs to rise to between 56 and 166 million ha by 2020 under global biofuel targets
- Bio-energy is ca 5-8% of global energy supplies
- Bio-energy accounts for 33% of energy use in developing countries
 - Biomass is household energy for 2-3 billion people
 - Committed to biofuel use in transportation



Social Networking for Scientific Support, Is there a need?



- Identified as a need at CABI Member Countries' Regional Consultations
- Unbiased information about biofuels
- How can scientists throughout the world share ideas and knowledge?



Biofuels Information Needs

- Policies need to be science-based to encourage investments in R&D of sustainable biofuel technologies
- Scientific information, independent of vested commercial/political interests, to help with risk assessments about investing in sustainable biofuels
- Objective information for policymakers in both the developed and developing world
- A forum for scientific and development debate



Ning, our choice of platform

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Ning Network up and running.
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Member engagement

Connect people around your interest or passion. Drive deeper engagement than you'd get on a blog or website, and tap into member data

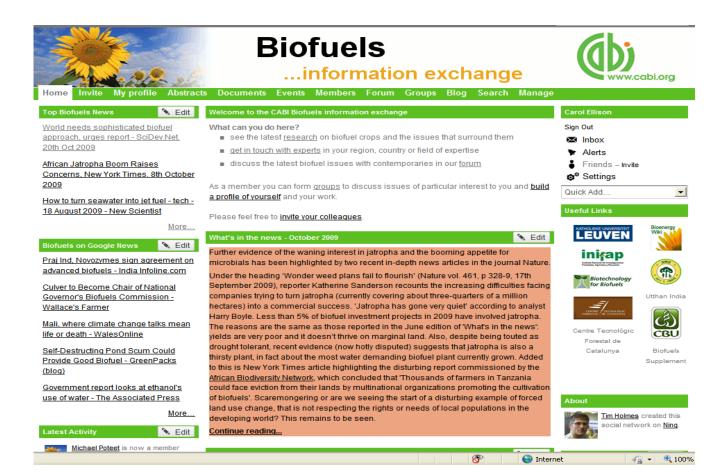
Make it your own

Fully integrate your brand and wield complete visual control. <u>Use your own domain</u> and establish a social identity that amplifies your brand.



Biofuels Information Exchange

Launched April 2009





How do I participate?

- Free to join
- A social networking website for <u>informed</u> debate
 - CABI expert white papers and CAB Reviews
 - CAB Abstracts Biofuels subset: 35,000 records
 - Biofuel reports & papers collected from around the web
 - Monthly summary of 'What's in the News'
- Forum for discussing biofuels issues; for researchers, policy makers and other interested parties
- Group Discussion Forum with moderated membership
- The latest biofuels news is fed to the site by Google hour by hour



Is it used?

- Original target academics in the biofuels sector, hence initial uptake by developed world.
- Target revised to developing world policymakers; now has global focus.
- 270 members (Jan 2010), increasing daily (current 327)
 - Investors, research institutes, extension staff, private entrepreneurs.
- 8,000 site visits from more than 150 countries/territories in 2009.
- Top usage: UK (37%), USA (24%), India (11%), Mexico (8%), Canada, Switzerland, Germany, Australia, France, Netherlands (all at ~5% each).



Now have a look

Thank you

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