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RENEWABLE FUELS INCENTIVE POLICIES

Communications Toolkit

OCTOBER 2022



Renewable Fuels Incentive Policies Communications Toolkit

This communications toolkit has been designed to easily enable you to amplify the reach and impact of the WLPGA's [Renewable Fuels Incentive Policies](#) report.

SOCIAL MEDIA AND KEY MESSAGES

In order to raise awareness of the report and inspire uptake of the key learnings from the report, we encourage you to share and amplify key messages through your social media channels. To help with this we have created a social media script with suggested wording below.

Hashtag and Report Link

We welcome you to create your own messaging, please use the hashtags **#rLPG**, **#RenewableEnergy** and **#CleanEnergy** to amplify reach and link to the following report webpage: <https://bit.ly/3w9hAHH> or QR code:



WLPGA Social Media Handles

We also encourage you to spread the benefits of rLPG through reposting and liking WLPGA's social media posts. For the latest messaging, follow us on the following handles:

- Twitter: [@WorldLPGAssoc](#)
- LinkedIn: [World LPG Association](#)
- Facebook: [@WorldLPGAssociation](#)
- Instagram: [worldlpgassociation](#)

Social Media Script

1. #rLPG is a flexible & environmentally-sound, emerging #renewable fuel. Learn how governments around the world can & should support the development of rLPG: <https://bit.ly/3aVWxR8>
2. rLPG is a cost-effective solution to decarbonising off-grid homes, businesses & industry, today. It is critical that governments formally recognise #rLPG as a #renewable fuel and support its development. Learn more: <https://bit.ly/3aVWxR8>
3. Renewable fuels are set to play a vital role in the global #energytransition. Policy stability & a strong commitment by governments supporting the role of #rLPG & other #renewable energies are crucial. Read further in WLPGA's report: <https://bit.ly/3aVWxR8>
4. #rLPG is a cost-effective solution to reducing #AirPollution from off-grid heating & cooking, industry & transport. Learn how governments can support the development of this #CleanEnergy: <https://bit.ly/3aVWxR8>
5. Governments need to actively support #innovation in #rLPG production technologies alongside other renewable fuels. Learn how governments can support this #RenewableEnergy in WLPGA's report: <https://bit.ly/3aVWxR8>
6. Rising supply of & demand for #renewable fuels in the USA, Europe & Brazil has been driven mainly by government incentive policies. Learn why governments should support the development of #rLPG: <https://bit.ly/3aVWxR8>
7. rLPG is a #CleanEnergy, offering a cost-effective solution to decarbonising off-grid homes & businesses. Learn why #rLPG should be included in regulatory schemes to promote #renewable fuels: <https://bit.ly/3aVWxR8>



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RENEWABLE FUELS INCENTIVE POLICIES

Key Messages

Renewable LPG (rLPG) is a cost-effective solution to decarbonising fuel use and reducing air pollution from off-grid heating and cooking, industry and transport.

The starting point for government support for rLPG is to formally recognise it as a renewable fuel so that its production and use are supported within existing national policy and regulatory frameworks.

In order to reap the benefits of rLPG supportive, clear and predictable policy, regulatory and legal frameworks are needed to encourage investment in development and production.

rLPG should also be included explicitly in regulatory schemes to promote renewable fuels.

Demand-side incentives are critical to driving demand for rLPG and making investment financially viable.



Government policies are critical to encouraging investment in developing and producing rLPG and other bioenergy technologies that yield rLPG as a co-product.

The development of policies to encourage rLPG needs to take place within the broader strategic framework for sustainable transport, buildings, industry and power generation.

The additional benefits of rLPG on top of those associated with renewable diesel need to be explicitly taken into account when designing overall biofuel incentive policies and measures.

Renewable LPG (rLPG) has the same properties as conventional LPG and can therefore be delivered, stored and used in exactly the same way as LPG is.



rLPG is available today, there are 30 commercial HVO plants around the world currently producing rLPG as a by-product of renewable diesel production.



TALKING POINTS/FAQS

High Level Summary

The WLPGA's [Renewable Fuels Incentive Policies](#) report looks at the large degree of convergence in the types of policies and policy instruments used to incentivise the production and use of renewable fuels across the countries surveyed in the report: Brazil, France, Germany, Thailand and the United States. The report provides an analysis of what policies the LPG industry should be accentuating in markets where renewable LPG (rLPG) growth is anticipated.

Renewable Fuels Incentive Policies Report FAQs

1. Why was this report developed?

The report was developed in order to provide useful information and data on how governments around the world promote the production, supply and use of renewable fuels, including rLPG, detailing why and how those policies that not currently applicable to rLPG can and should be applied to it.

2. What is the structure of this report?

Part A of this report presents the main findings of the study:

- Section 1 provides an overview of the global renewable fuels market and an assessment of the principal drivers of production and demand.
- Section 2 reviews the market status of and prospects for rLPG, as well as the rationale for promoting rLPG.
- Section 3 looks at overall policy approaches and specific measures at the disposal of policy makers to promote renewable fuels, and a comparison of current policies in place in surveyed countries.
- Section 4 presents a broad set of generic recommendations for policy makers with respect to incentives for rLPG.

Part B presents the detailed results of the five surveys of incentive policies for renewable fuels.

3. Who created this report?

The Renewable Fuels Incentive Policies report was produced by the WLPGA, prepared by Menecon Consulting and reviewed by the WLPGA rLPG Working Group and the Advocacy Steering Group.

[The World LPG Association \(WLPGA\)](#) was established in 1987 in Dublin and unites the broad interests of the vast worldwide LPG industry in one organisation. It was granted Category II Consultative Status with the United Nations Economic and Social Council in 1989. The WLPGA promotes the use of LPG to foster a safer, cleaner, healthier and more prosperous world.

4. Who is this report for?

This report was created for key stakeholders of the LPG and renewable gas industries including producers, marketers, national and regional LPG associations, governments, non-profit and multi-lateral organisations, and academic bodies.

5. How will these stakeholders use the findings of the report?

rLPG, represents an important opportunity for the LPG industry to contribute to and hasten the long-term transition to a sustainable global energy system. A clear understanding of how government policies can best encourage the development of rLPG is crucial to the success of efforts by the industry to persuade policy makers to make in place the required incentives to make that happen. This report is designed to assist in that endeavour.

6. How can stakeholders communicate the findings in an efficient way?

A communications toolkit has been designed to easily enable stakeholders to amplify the reach and impact of the report. A copy of the communications toolkit is available on the WLPGA website.

7. Where can I find more information about the report?

For more information on the report, visit: <https://bit.ly/3w9hAHH>

Talking Points on rLPG

1. What is rLPG?

rLPG is a renewable fuel made from vegetable oils and animal fats, a mix of wastes, residues, and solar/wind power.

rLPG is an affordable and convenient 'drop-in' solution to decarbonisation for a variety of rural off-grid homes and businesses. rLPG can deliver up to 90% carbon emissions reduction and emits the same low NOx, SOx and particulate matter (PM) as conventional LPG.

2. What are the applications for rLPG?

rLPG has the same properties as conventional LPG and can therefore be delivered, stored and used in exactly the same way as LPG is, making the transition from LPG to rLPG seamless. rLPG can be used in many different sectors, such as domestic, commercial, industrial, agricultural and for transportation. Wherever heat, light or power is required.

3. Is rLPG readily available?

rLPG is not an innovation for the distant future, it is already available on the European market in quantities that can service the energy needs of thousands of families and businesses. Currently, production is being increased and the market upscaled.

4. How is rLPG produced?

Today, almost all rLPG is a by-product of renewable diesel and jet kerosene production. In many cases, that output is used in the production process itself, though some plants separate out and commercialise the rLPG as a premium product. Output based on existing technologies is set to continue to grow in the near term, but new production pathways will be needed to expand supply substantially in the longer term.

5. Why is rLPG important in the global energy transition?

rLPG is a cost-effective solution to decarbonising fuel use and reducing air pollution from off-grid heating and cooking, industry and transport.

rLPG is a clean-burning fuel that produces very low concentrations of harmful air pollutants.

- Combusting rLPG in a boiler produces 90%-99% lower concentrations of PM than heating oil, coal and biomass.
- When used in a typical gas boiler, rLPG can reduce greenhouse gas emissions by 70%-80% compared to heating oil.

6. Where can I find more information about rLPG?

For more information on rLPG including latest reports, studies and recent press articles, visit:

<https://www.wlpga.org/key-focus-areas/rjpg/>

Contact

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