

## 2<sup>nd</sup> VegOil

# Demonstration of 2<sup>nd</sup> Generation Vegetable Oil Fuels in Advanced Engines

## Workpackage WP7 Dissemination

### Deliverable N° 7.8: On-site visits of tractors in action

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Our first two experiences of press conferences within the 2ndVegOil project showed a declining interest of the public for on-site tractor demonstrations. In the current economic context, it proved **difficult to move a large audience** to a decentralized farming place for a single topic, whatever its importance. This situation does not only affect the 2ndVegOil project or even the bio-fuel concerns, but most farming extension and research field initiatives as a whole. The communication channels are changing as well as the rural population. This fact we had to adapt to. We then decided to **focus on major general farming and rural events** to show the demonstration tractors and/or the converted press. During the third reporting period, this pragmatic principle was applied to event listed in the table below.

Considering the difficulty in attracting a large audience on a single topic, an special emphasis was laid on the **post-event dissemination** in order to maximize the effect of each event we invested in. Thus the **many articles** issued in technical farming magazine late 2011 and even up to early 2012 (local, regional and national level).

In addition to formal demonstrations, tractor Id8, unlike Id1 and Id2, was shared between several farms on a much wider area. Its specific visibility – enhanced by its German traffic number plate, its permanently recalled status of “prototype” and its conspicuously locked hood - raised many opportunities for the drivers to answer the questions they were asked. Therefore they lead their own **day-to-day contribution to dissemination** activities, which proved to be complementary to large public events and very efficient too.

Date	Location	Type of event	Visitors	Presentation
29 Aug 2010	Marcy-l'Etoile (69)	Rhône Agriculture “Rendez-vous” Department rural and farm show	100'000 (general public and farmers, with many officials)	Press
10-14 Sep 2010	Beaucroissant (38)	Inter-regional rural fair	800'000-1 million (general public and farmers)	Press and tractor Id8
18 May 2011	Biol (38)	Inter-Regional technical presentation	2'000 (Mainly farmers)	Press and Tractor Id8
6-8 Sep 2012	Valence (26)	“Tech-&Bio” : European show of organic and alternative agriculture	11'000 (Mainly farmers, technicians, many executives).	Press and Tractor Id8
9 Sep 2012	Beaucroissant (38)	Inter-regional rural fair	800'000-1 million (general public and farmers, with many officials)	Tractor Id2
4 Oct 2011	Bouvesse-Quirieu (38)	Presentation to DRAAF official (regional representative of Minis-	1 + local audience (farmers)	Tractors Id1 and Id2





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7 Oct 2011	Bouvesse-Quirieu (38)	20 <sup>th</sup> anniversary of Cuma Faverges	60 (mainly farmers, business partners and officials, including the chairman of the Regional Chamber of Agriculture).	Tractors Id1 and Id2
12 Oct 2011	Bourgoin-Jallieu (38)	Final presentation	50 (Farmers, scientists, technicians, journalists et politician representatives)	Press and Tractor Id8

This list does not include the other disseminations events that did not involve the presentation of the 2ndVegOil demonstration equipments.

