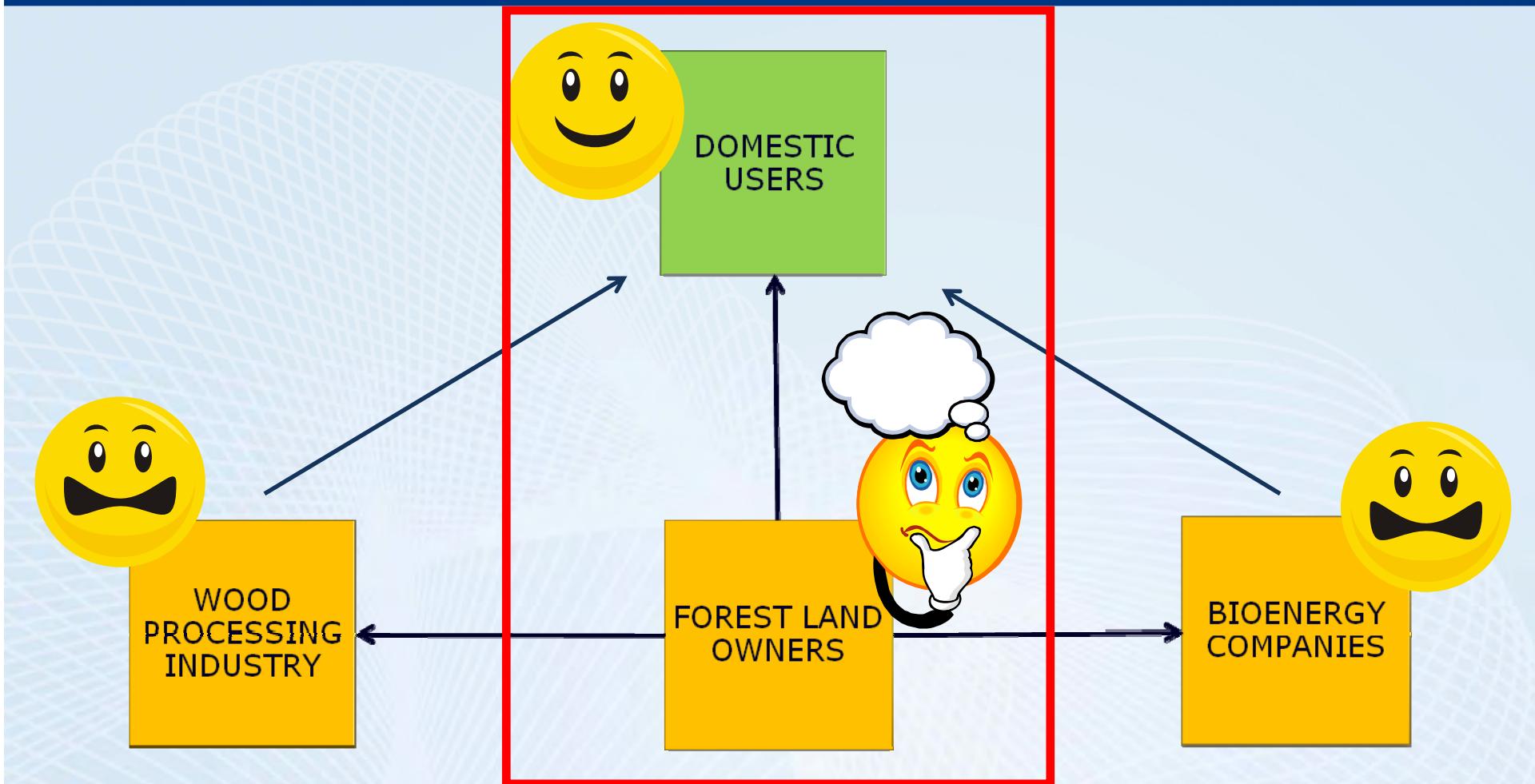


Availability of forest fuels: regional energy concepts and consumer acceptance

Josef Walch, Fachhochschule Wiener Neustadt, Campus Wieselburg

Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

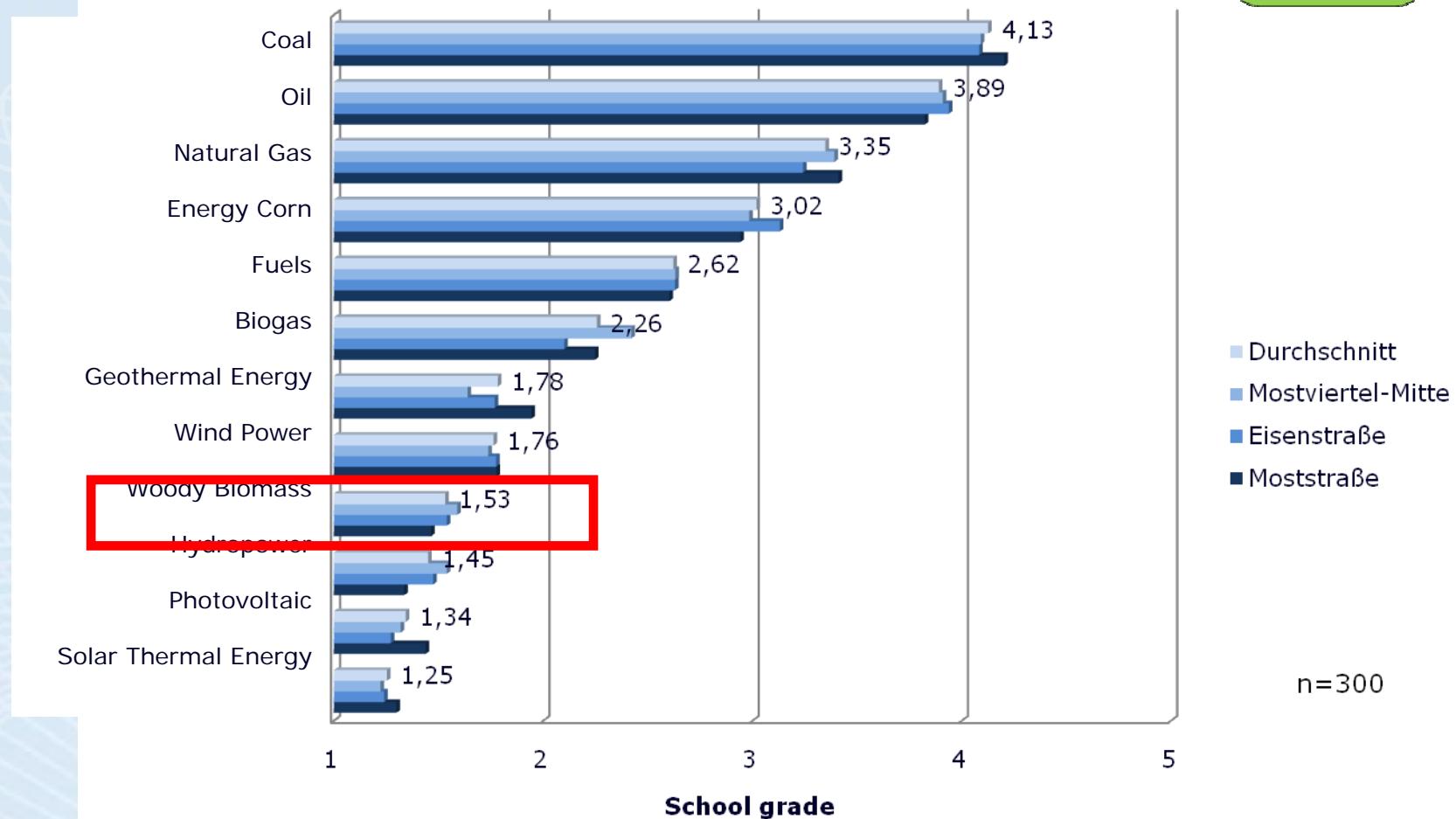
Perceived forest fuel availability



Opinion on energy sources in the “Mostviertel” region (Part of lower Austria)



PRIVATE
CUSTOMERS



Source: [2] Basis: 300 Households,
Mostviertel, 2010

Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

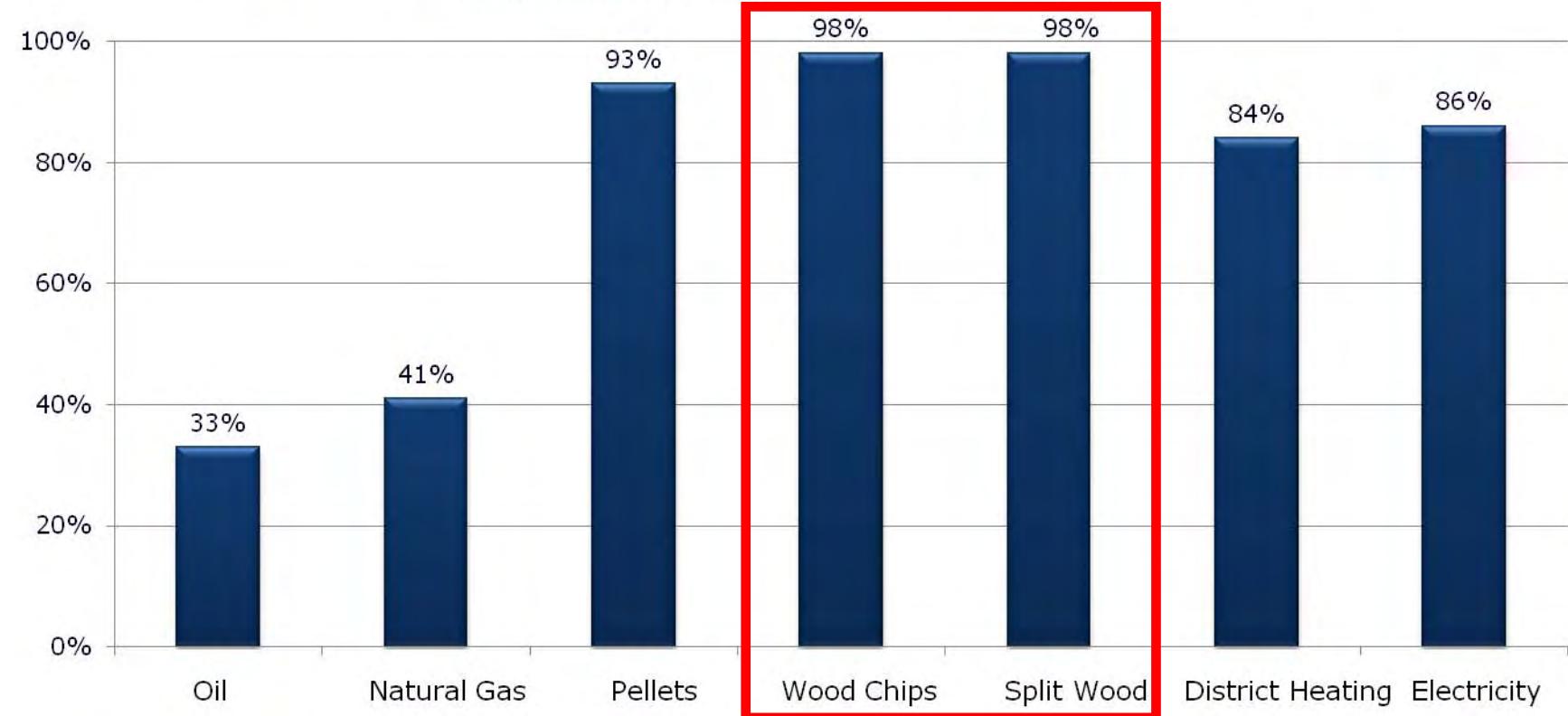
...the buying public does not expect a shortage in supply of forest fuels any time soon! (Scope: Austria)

„Wood is growing, hence there will always be enough available.“



PRIVATE
CUSTOMERS

Percentage of people expecting secure fuel supply in the next 20 years. Wie viel Prozent der Befragten schätzen die Versorgungssicherheit mit den folgenden Brennstoffen in den nächsten 20 Jahren als SICHER ein?



Source: [1]

Critical and very critical decision factors for buying a boiler (Scope: Austria)



Problem-free functioning

100,0%

Security of fuel supply

100,0%

Environmental friendliness

94,4%

Operation costs

92,4%

Danger

91,7%

50% 60% 70% 80% 90% 100%

Basis: Personen, die auf ein Heizsystem mit erneuerbaren Energien umgestiegen sind und die das jeweilige Motiv als „sehr wichtig/wichtig“ beurteilen.
Angaben in Prozent

Source: [1]

Forest land owners perspective: Availability of forest fuels – a question of price?



FOREST
LAND
OWNERS

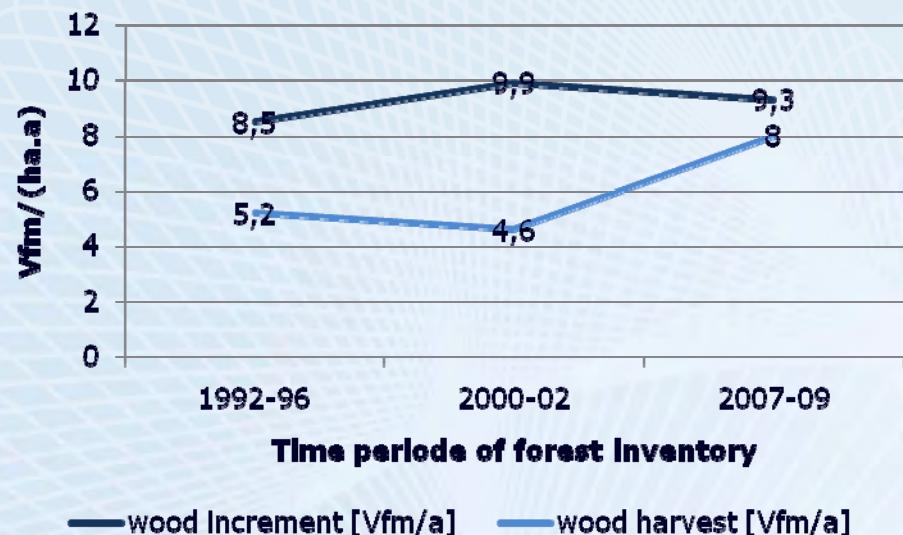


Wood increment and wood harvest in Lower Austria, private forest owners

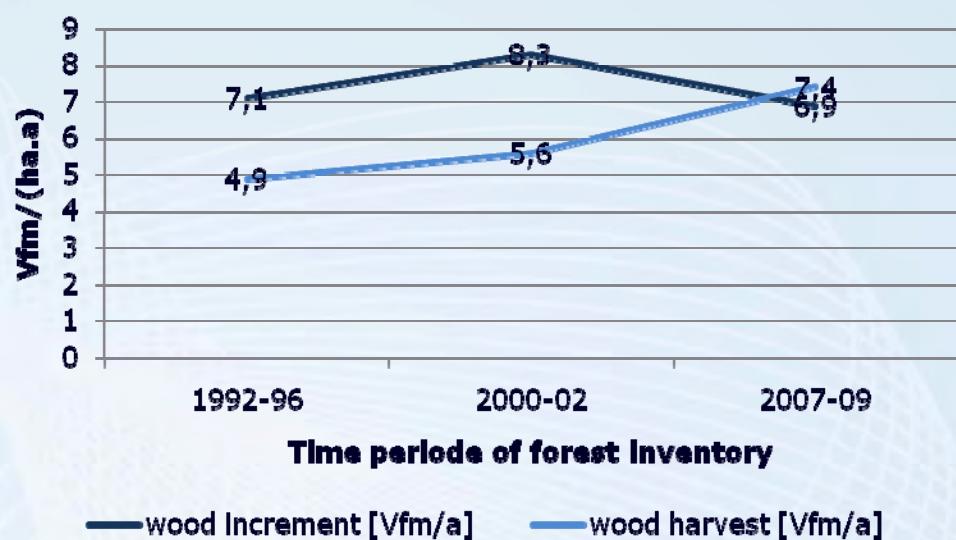


FOREST
LAND
OWNERS

< 200 ha, timber forest



200 - 1000 ha, timber forest



Source: [7]

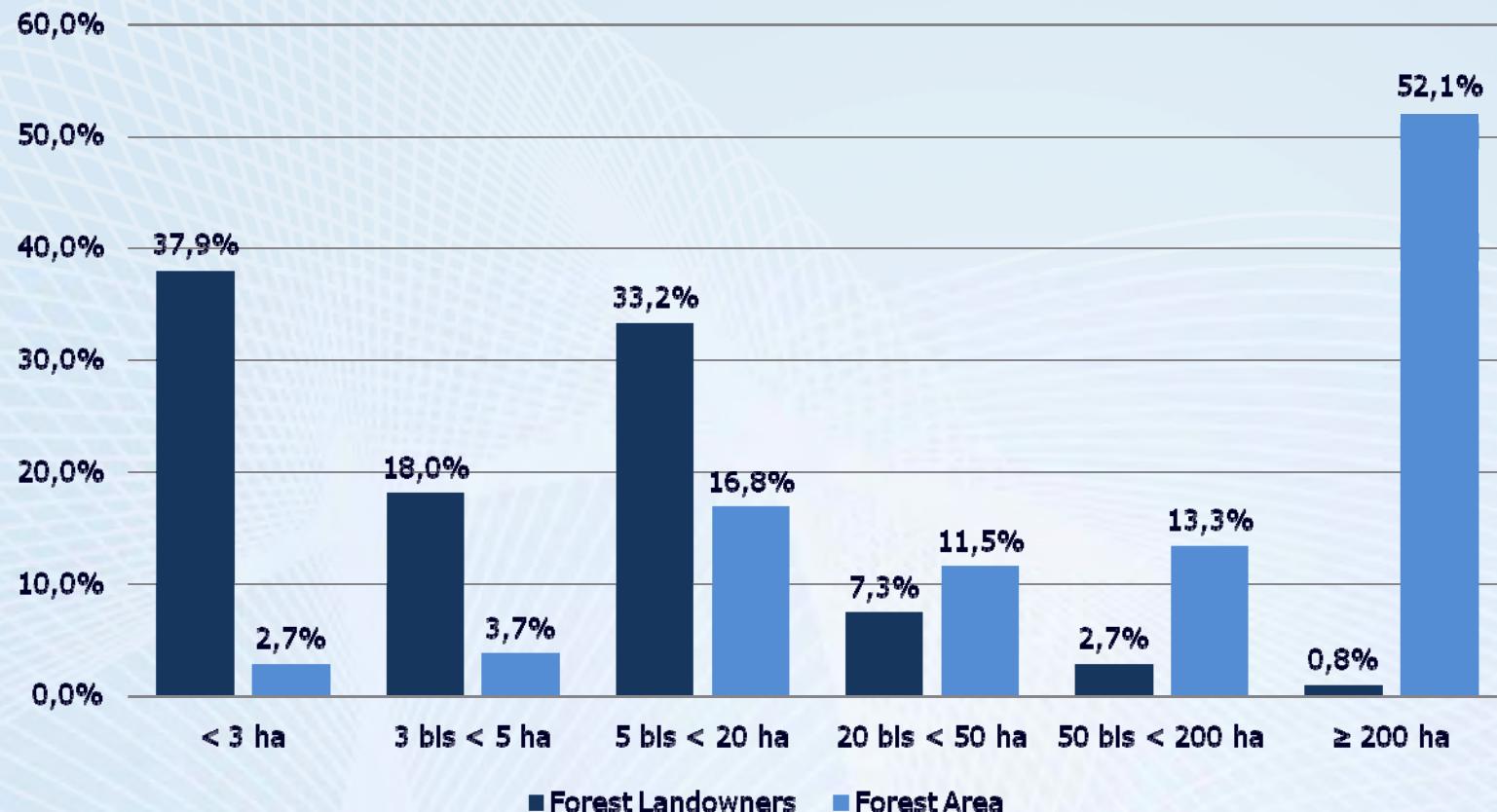
Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

Forest ownership structure



FOREST
LAND
OWNERS

Relative distribution of forest area in Austria



Reference: Agrarstrukturerhebung 1999

Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

Sustainable forest management value chain priorities



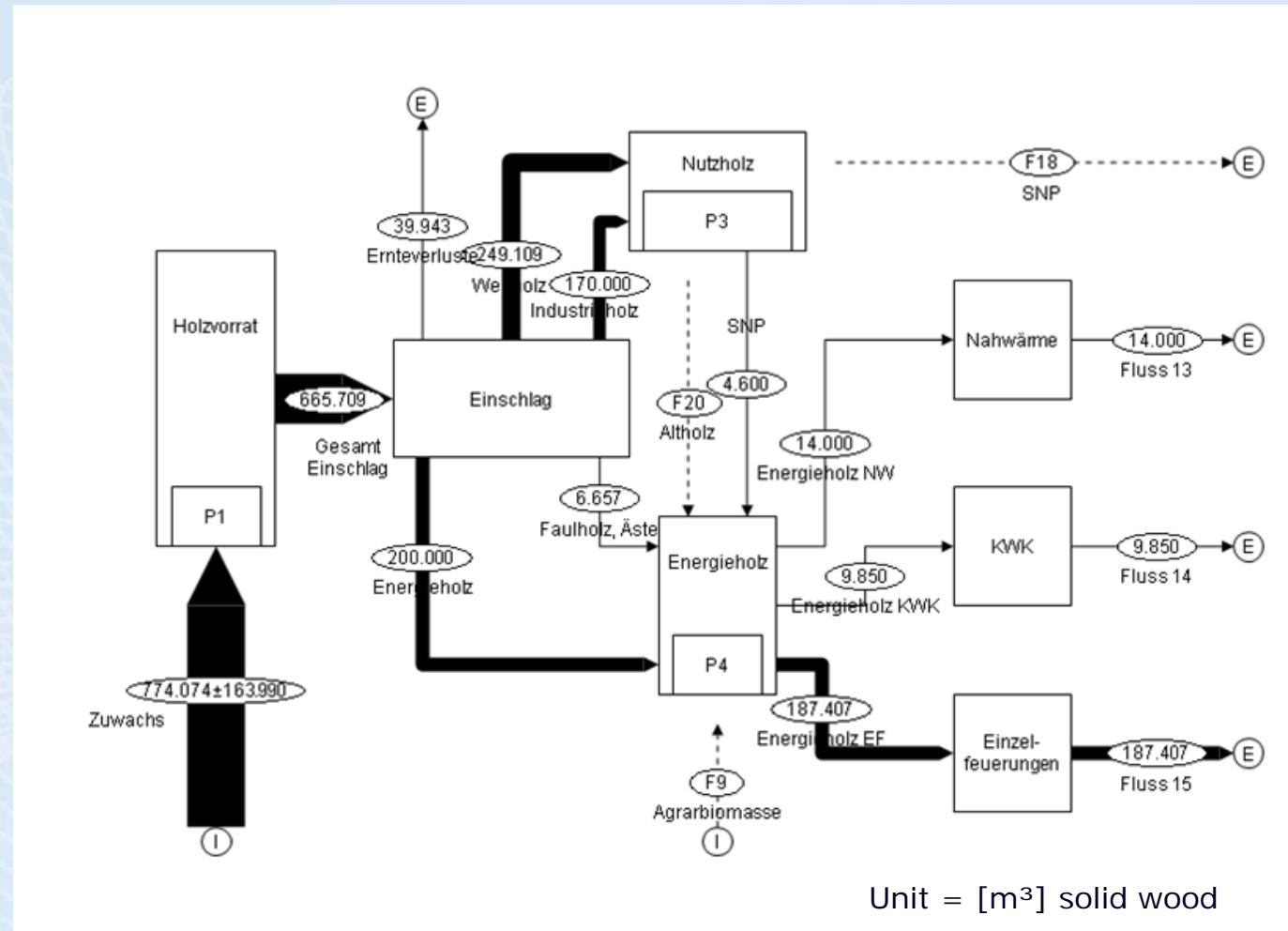
1. High grade timber (ecology, outdoor leisure, investment ...)
2. (Hunt)
3. Pulpwood
4. Biomass

Professional forest management increases the share of high grade timber account of pulpwood and biomass!



Picture: Forstbetriebsgemeinschaft Rothenburg

Biomass flow chart „Energie Bezirk Scheibbs“



Created with STAN

Contribution of regional energy concepts to forest fuel availability

- ▶ Providing independent information on a regional level on forest biomass consumption, supply and the sustainable wood potential to ensure:
 - ▶ sustainable forest management
 - ▶ price stability
 - ▶ customer acceptance of woody bioenergy use
 - ▶ ...

Produkt Marketing & Projekt Management

Bachelor's programme, 6 Semesters

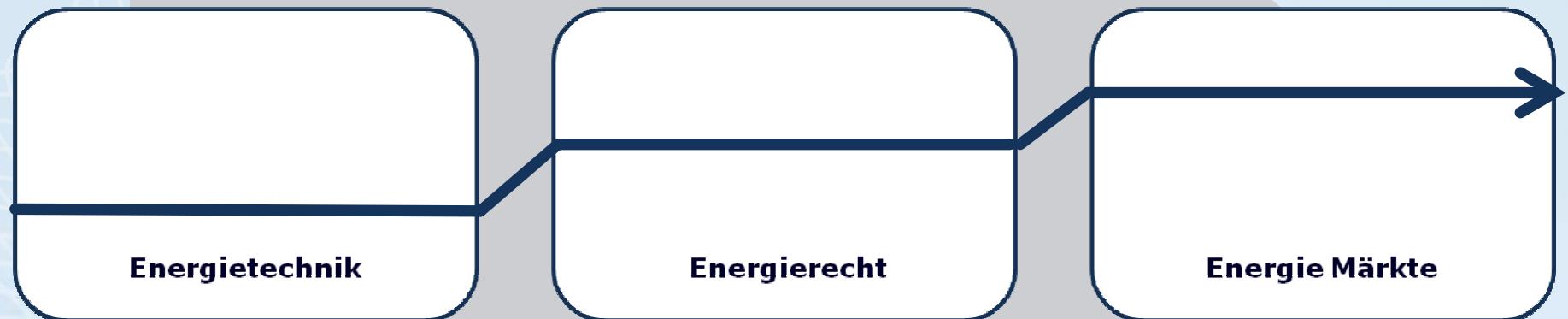


Bioenergietechnik (Neu ab WS 2011)

Nachhaltige Energiewirtschaft

Weitere Spezialisierungen

Nachhaltige Energiewirtschaft



Josef Walch



Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

Bioenergietechnik



Josef Walch



Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt

Occupational Fields - Energy industry and Bio Engineering

- ▶ Project manager in engineering offices
- ▶ Consultant in public facilities and policy advice
- ▶ Management in medium-sized bioenergy plants
- ▶ Quality manager for bioenergy plants
- ▶ Consultant in bioenergy sector for banks and Insurance companies
- ▶ Raw material- and logistician bioenergy

Foto: Eduard Shelesnjak - Fotolia



Austrian Marketing University of Applied Sciences
Campus Wieselburg der Fachhochschule Wiener Neustadt



A young man and woman are captured in mid-air against a clear blue sky. The man, wearing a light blue denim jacket and dark jeans, is carrying the woman. The woman, wearing a pink top with a cartoon face and blue jeans with colorful patches, has her arms raised in excitement. They both have wide smiles on their faces. The image is set against a large blue rectangular background at the bottom of the slide.

Thank you!

Contact: josef.walch@amu.at, +43 7416/53000/540

References

- [1] Klug S, Pernkopf T, Dörfelmayer D, Hofbauer V. Motivstudie Heizsysteme. 2008.
- [2] Walch J, Brunmayr T, Gosch M, et al. Regionale Energiekonzepte der Leaderregionen Eisen-, Moststraße und Mostviertel Mitte. 2011.
- [3] und Hogl K, Pregering M, Weiß G. Wer sind Österreichs WaldeigentümerInnen? Einstellungen Verhalten traditioneller und „neuer“ Waldeigentümergruppen im Vergleich. 2003.
- [4] BLFUW. Grüner Bericht 2010. Bericht über die Situation der österreichischen Land- und Forstwirtschaft. 2010.
- [5] Biermayr P, et. al.: Innovative Energietechnologien in Österreich Marktentwicklung 2009. Biomasse, Photovoltaik, Solarthermie und Wärmepumpen. 2010
- [6] Redl F, et. al.: NÖ Energiebericht 2009. Bericht über die Lage der Energieversorgung in Niederösterreich. 2011
- [7] Büchsenmeister, R. Federal Research and Training Centre for Forests, Natural Hazards and Landscape. 2011