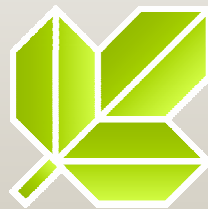


Jatropha Sustainable Biofuels Alliance

Promoting the production of biofuels that contribute to poverty alleviation, carbon-offset, and global energy security

Zurich, 25 September 2008

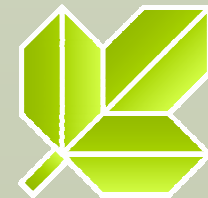


JATROPHA SUSTAINABLE BIOFUELS ALLIANCE



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Executive Summary

The Jatropha Sustainable Biofuels Alliance in a Nutshell

- The Jatropha Sustainable Biofuels Alliance provides a platform for sustainability leaders to **showcase sustainable alternatives** to less or non-sustainable biofuels.
- Our primary focus is on **oil-bearing trees** such as **Jatropha** which grow on wastelands and which offer possibilities for intercropping with food crops in the developing world; the focus may be widened over time.
- Jatropha is a young and up-raising industry which has **no specific lobby yet**. We give sustainability leaders **a voice vis-à-vis key stakeholders** such as opinion leaders, the general public or politics, with a view to take the discussion about biofuels to a next level which allows for differentiation between “good” and “bad” biofuels.
- The Jatropha Sustainable Biofuels Alliance is a **not-for-profit Association** based in Switzerland; it has been initiated by three organizations: **The Global Exchange for Social Investment (GEXSI)**, the **Green Power Holding AG**, and **4C Business Campaigning GmbH**.
- A **kick-off event** is being prepared on occasion of the JatrophaWorld Conference on 21 October, 2008, in Hamburg, Germany.



1. Why a Jatropha Sustainable Biofuels Alliance

Current Situation:

- Increasing criticism of biofuels in general, i.e. causing hunger and/or tropical rainforest destruction.
- Critics do not communicate the differences between different biofuels and producers, and often do not know about sustainable alternatives.
- Sustainable projects are affected as well.
- Negative-image impact on ALL biofuels to be expected soon. As a result, negative economic impacts on all producers will be hard to avoid – this also affects the ease of finding investors.
- Recovery campaigns are always much more expensive than pro-active reputation rescue campaigns.



**Pro-active reputation campaigning is strongly needed.
We recommend to create a „Jatropha Sustainable Biofuels Alliance“ in order to finance and coordinate the required business campaigning.**



2. Our Focus: Sustainable Energy Crops (1)





2. Our Focus: Sustainable Energy Crops (2)

The Jatropha knowledge gap

The public debate tends to not differentiate between sustainable and non-sustainable feedstocks. In particular, there is very little knowledge about oil-bearing trees such as Jatropha which grow on marginal conditions or allow for significant intercropping with food crops.

These feedstocks pose a huge opportunity to produce truly sustainable biofuels, without displacing food production or cutting down rainforests.

The existing panels who specifically deal with Jatropha as a sustainable feedstock for the biofuel production do not actively promote Jatropha via PR and lobbying activities:



The Jatropha Sustainable Biofuels Alliance fills this gap. It enables the public and political decision-makers to acknowledge the benefits of oil-bearing energy crops such as Jatropha.

Potential Upsides of Jatropha

- Jatropha can grow on **poor soils** that are not suitable for food production; it is suited for the **rehabilitation of waste lands**.
- Jatropha requires significantly **less water** than oil palms and grows, among others, in **semi-arid regions**.
- Jatropha seeds do not have to be processed immediately (unlike palm); it is **suited for local outgrower schemes** in remote regions
- Jatropha is well suited for **intercropping**, in particular during the first years while the trees are small.
- Jatropha oil can be **used locally** to fuel vehicles, diesel generators, lamps or cooking stoves and boost local economic development



3. What we do: Reputation Campaigning

Making Jatropha Known as a Sustainable Feedstock

- Raise the Public and decision makers' awareness for the difference between sustainable and non-sustainable biofuels, with a particular focus on oil-bearing trees such as Jatropha
- Achieve a positive public and decision makers' perception on sustainable biofuels as opposed to non-sustainable biofuels (including investors perception.)

Campaigning is a strategic and interdisciplinary, impact oriented approach that is more than just communication. It is an umbrella for PR, advertising, media work, public outreach, lobbying, online PR, event marketing, entrepreneurship etc:

Target groups / Stakeholders

- Investors
- General public and opinion makers
- Politics
- Leading NGOs, especially potential and current critics
- Media, including online media (...)

Tools

- PR (media work and events only)
- Advocacy (media, politics, etc)
- Website and Online Campaigning
- Community building
- Strong images / pictures / videos
- Cooperations with partners (...)



3. What we do: “Food Positive Label”

Benchmarking Projects with a Positive “Foodprint”

Jatropha projects tend to contribute to securing food supply by rehabilitating unused, often degraded, land, combined with

- Intercropping with food crops where suitable, and/or
- Transfer of know how on good agricultural practices, facilitation of access to markets for smallholders

The Alliance will develop a label which allows to measure and to communicate a positive impact on food supply of Jatropha projects.

Requirements for the Label

- Clear methodology: straight-forward concept, easy to communicate
- Practicability: low barriers to participate
- High credibility, for wide acceptance
- Independent certification (after completion of pilot phase)

Steps

- Selection of pilot projects
- Development of draft methodology
- Sample Calculations
- Stakeholder dialogue and feedback loops
- Design of certification framework
- Outreach and dissemination



3. What we do: Services for Members

Towards a Jatropha Industry Association

There exists no Industry Association yet which specifically represents the interests of this young industry. The Jatropha Sustainable Biofuels Alliance will engage in a dialogue with its members and interested parties to explore the best suitable options for an institutionalised forum for this uprising industry.

Next steps are:

- **Identification of questions of industry-wide interest**
- Proposal for a suitable **organisational and legal structure**
- Sketch of an **agenda and work programme**

Services

- **Monitoring** of legislative decision-making processes and market developments in different parts of the world
- **Working Groups** on specific issues of industry-wide interest such as CDM methodologies, legal framework for seed trading, development finance options for outgrower schemes, certain agronomic issues etc.



4. Sustainability Principles

In our understanding a business is sustainable when it meets the social, ecological and economic needs of the present without compromising the ability of future generations to meet their own needs.

Our definition is based on the broadly accepted Brundtland Commission's definition of sustainability and the so-called "Triple Bottom Line".

We are convinced that Jatropha is an economically viable alternative to many less sustainable biofuels.

Our members therefore are committed to ambitious sustainability criteria (see box on the right hand side)

Sustainability Criteria (first draft)

- **No destruction of virgin forest**
- **No competition of biofuels with food production:** use of wastelands or intercropping with food crops
- **Significant Carbon offsetting:** in line with EU targets
- **Poverty alleviation** + local economic development in disadvantaged regions
- **Compliance** with leading Sustainability and CSR guidelines (such as the Cramer Criteria or the Guidelines developed by the Roundtable on Sustainable Biofuels)
- **Monitoring and reporting** of social and ecological impact



5. Organisational Structure

Jatropha Sustainable Biofuels Alliance



Board

- Dr. Andreas Renner
- Peter Metzinger
- Gregor von Drabich-Waechter
- Harald Burgener

FOUNDING MEMBERS

- The Global Exchange for Social Investment (GEXSI)
- 4C business campaigning
- GreenPower Holding AG
- JSL Biofuels Madagascar sarl
- [list to be completed until launch event on 21 October 2008 in Hamburg]

ADVISORY BOARD

- [to be defined]



6. Next Steps (1): Work Program 2008 / 2009

Targeted deliverables by May 2009

Reputation Campaigning

- Media coverage of Jatropha best practices in magazines, TV, newspapers
- Regular exchange with journalists and opinion leaders
- Videos, films, online media
- Marketing of Jatropha Market Study

Services for Members

- Monitoring of legislative developments in EU and key countries
- Information of Industry from participation in multi-stakeholder processes such as Roundtable on Sustainable Biofuels
- Constitution of working groups
- Own research on specific topics (e.g. development finance for outgrowers)

Initiatives

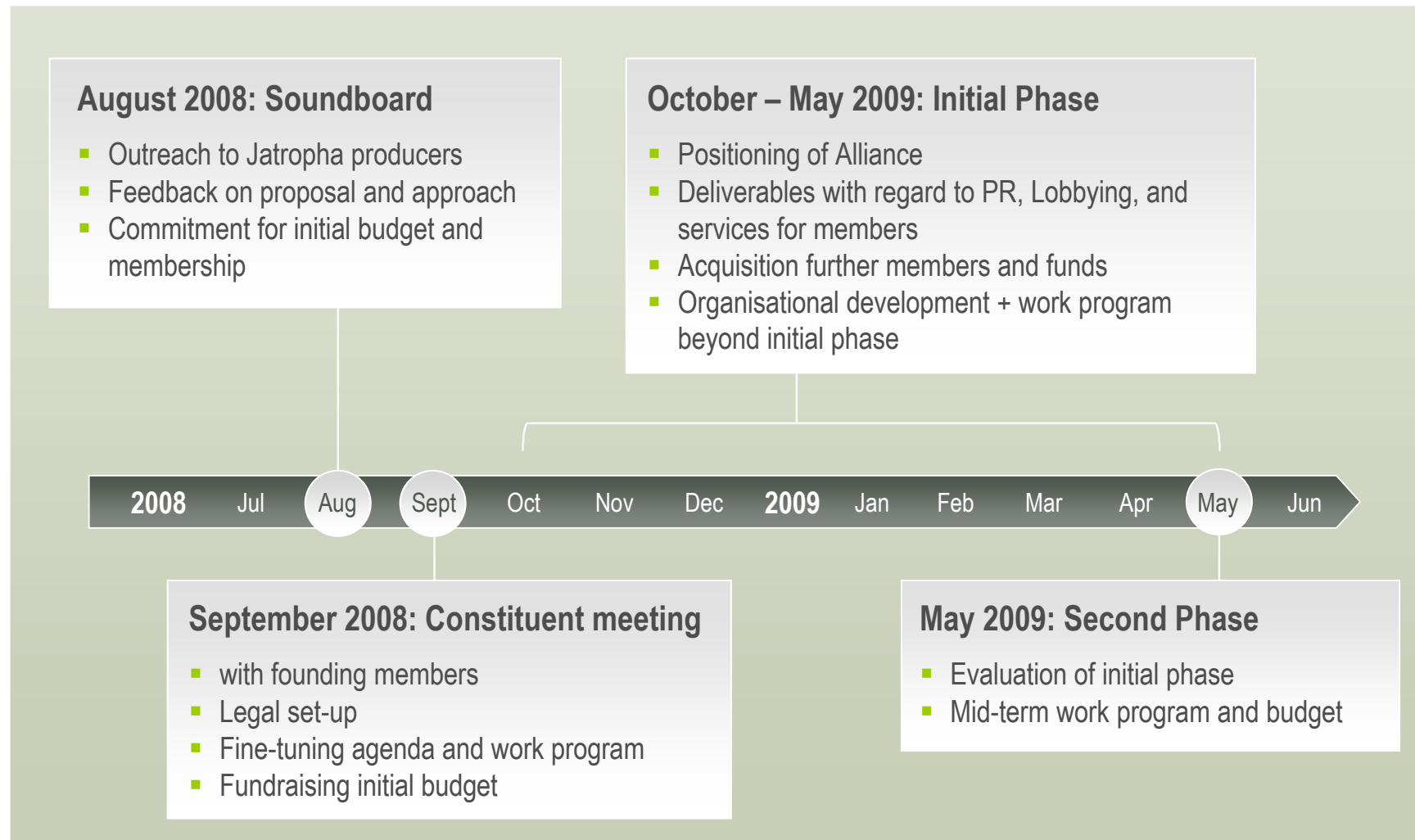
- Food Positive Label: certifying positive impact on food production
- Regional campaigns

Organisational Development

- Legal set-up and statutes
- Team, Budget and Work Program
- Advisory Board



6. Next Steps (2): Our Time Line





7. Team: Global Exchange for Social Investment

First-in-class Jatropha expertise

- GEXSI Jatropha Learning Network: coaching and mentoring of pro-poor Jatropha businesses in Africa, Latin America, and Asia, since 2005
- Jatropha project development and financial intermediary services
- First worldwide Jatropha Market Study featuring 240 Jatropha Projects worldwide



- Data base of more than 600 individuals and organizations dealing with Jatropha
- Jatropha Newsletter on www.jatropha-platform.org

Dr. Andreas Renner

- Managing partner GEXSI LLP
- Initiator Jatropha Platform (www.jatropha-platform.org)
- Prior to GEXSI, senior project leader at CSR consultancy I.F.O.K.
- References: Strategic CSR and sustainability consultancy of World Economic Forum, of the Sustainability Forum “econsense”, the BASF Aktiengesellschaft and of the Sustainability Council of the German Government



7. Team: 4C business campaigning GmbH

Unique expertise in reputation campaigning

- World-leading and only business campaigning® firm
- Campaigning experience and expertise since 1982
- Part of WeCan: Worldwide effective Campaigning agencies network
- Profound know-how and skills in Sustainability
- Campaigning, PR, advocacy, advertising, online campaigning, etc
- Comprehensive network in politics, entrepreneurs, NGOs, media, science and celebrities on a global level, with international partners



Peter Metzinger

- Founder and owner
- Inventor of business campaigning® model
- Former Greenpeace Campaigns Director
- Lecturer at various universities
- Author

Carla Bertogg

- Project Manager
- Campaigner
- Former journalist



7. Team: Green Power Holding AG

Social Investing in Jatropha

- Privately funded Jatropha Company based in Zürich, Switzerland, with operations in Malawi (since summer 2007), Kenya (since January 2006), and Mozambique (since April 2008)
- Strong focus on local economic development impact
- Strong commitment to Sustainability Criteria
- Co-Initiator of Jatropha Sustainable Biofuels Alliance



Gregor von Drabich-Waechter

- Member of the Board of Green Power Holding AG
- Background in Banking, M&A and project development
- Biofuel projects since 2005



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