Growing the global market for the world’s most sustainable fuels
Purpose and Goals

below50 aims to be a global game-changer campaign on low carbon transport fuels, a tipping point for the industry.

**Purpose**
To grow a **global corporate market for low carbon fuels** and accelerate the shift from fossil fuels.

**Goals**
- Increase the number of **companies choosing low carbon fuels**
  - **Address barriers** to source low carbon fuels

**Approach**
Focus on the solution/message – **CO₂ reduction**, agnostic to feedstock, technology or type of fuel
- We want to reframe low carbon fuels and reach new customers and markets.
Campaign **Synergies & Opportunities**

- Lead
- Advocate
- Educate
- Partner

From Global Movement to local Action
Queensland Government Action Plan

Increase demand for b50 fuels through Government and Corporate Fleet Procurement

Strengthen b50 fuels value chain by jointly developing business-to-business contacts

Connect Qld Biofutures businesses to Climate Finance sources via b50 hubs network and the WBCSD

Integrate b50 approach into the BioFuture Roadmap through education and regional roadshow events
A $1 billion sustainable and export-oriented industrial biotechnology and bioproducts sector attracting significant international investment, and creating regional, high-value and knowledge-intensive jobs.

**Vision**

**Strengths**
- Subtropical and tropical climate with year-round growing season
- Plentiful natural resources
- Productive and energy-dense biomass feedstock
- A mature and modern agricultural industry
- Connection to markets through reliable and efficient infrastructure
- Gateway to the Asia-Pacific

**Challenges**
- Access to government programs and funding
- Development approvals processes
- Linkages between industry, government and researchers
- Economic access to feedstock supply chains

**Strategy 1**
Provide direct support for specific industry development initiatives

- Establish a Biofutures Industry Development Fund, a competitive funding pool to assist companies with reaching bankable feasibility.
- Provide new targeted research commercialization or translational grants for SMIs and start-ups through Advance Queensland to increase commercialisation of biofuels projects.
- Design and support an Advance Queensland Innovation Challenge to enhance Queensland’s industrial biotechnology capacity and raise awareness of the state’s potential.
- Proactively chase strategic catalytic investment opportunities and attract a signature company or companies.

- Provide industrial biotechnology-focused industry development project facilitation support.
- Jointly fund a Research Chair for Advanced Biorefinery with a Queensland university to enhance Queensland’s research capacity and reputation as a developer of advanced biofuels and novel biorefining technologies.
- Establish a Biofutures Acceleration Program to drive the attraction of a number of advanced biofuels developers to Queensland.

**Strategy 2**
Identify and promote the opportunities available for investment in Queensland

- Develop a marketing and communication campaign to raise awareness and promote opportunities for the sector.
- Appoint a high-profile person as Queensland’s first Biofutures Industry Envoy to actively promote and raise the profile of Queensland as an investment destination, nationally and internationally.
- Identify suitably zoned land to help create industrial biotechnology precincts to increase Queensland’s attractiveness as an investment destination.

- Identify opportunities to streamline the development assessment process to encourage investment.
- Promote agricultural biomass supply chain opportunities and identify supply chain gaps in order to complement and enhance the work of the Australian Biomass for Bioenergy Assessment.
- Accelerate delivery of the Australian Biomass for Bioenergy Assessment datasets.

**Strategy 3**
Provide strong government leadership to create and maintain an attractive environment for investment

- Maintain a strong government sectoral focus through the Biofutures Cabinet Committee and Biofuels Interdepartmental Committee.
- Establish Biofutures Queensland within the Department of State Development, to work across government, industry, and research to increase commercialisation of research and investment-ready projects.
- Undertake a review of wastes in Queensland that may be suitable for diversion from disposal to higher-order and more sustainable uses.
- Investigate policy and market development opportunities to encourage reuse of waste currently going to landfill.
- Investigate a Queensland Government biofuel procurement policy to increase local consumption and improve the market for new investors.
- Work with the Australian Government on fuel quality standards as well as excise and taxation treatment of advanced biofuels including bio-based aviation and maritime fuels.
Transforming Heavy Transport - Global Environmental Practices for more Competitive Trade
THT: What’s it about?

Smarter strategies for low emissions freight transport

Gaining a comparative advantage on trade facilitated thorough environmental solutions

Collaborative work-local implementation of a global strategy for low emissions freight

Strengthening industry’s voice in shaping government NDCs
**THT: Work streams**

- Establish a private-public working community
- Implement a global strategy on low emissions freight at local level
- Landscape mapping of organizations/initiatives
- Define a process to identify and address gaps
- Contribution towards National NDCs
From global movement to local action

4 hubs