

LNG niche market development

Project focusing on developing a public affairs advice for the corporate business case **LNG niche market development**, in which LNG would be used as a fuel in medium and large engines. Five project groups prepared five advice reports, which included:

- (1) Overview of an existent regulatory framework with regard to the use of LNG in a small scale market in the EU and selected countries: (a) as a fuel for a commercial road transport and shipping and (b) for local and regional distribution of LNG by reloading into smaller quantities (taxation on fuels, environmental regulations);
- (2) Identification of broadly defined communication issues (such as public concerns, possible points of conflict, etc., that may become or are 'active' issues), their analysis, and how these issues can be dealt with;
- (3) Identification of several business development opportunities (such as strategic partnerships or development of new small scale LNG markets, e.g., Baltic Sea Region);
- (4) Identification of stakeholders, their classification, and suggestion on partners for a coalition.
- (5) Suggestion of strategies, which, among others, specified how business and regulatory environment can be improved using communication strategies.