

co2star campaign has started in Osnabrück

Climate Protection: Biodiesel improves the personal environment balance by 60%.

Osnabrück, Germany: on Thursday, 12 July, the inauguration of the EU funded co2star project took place. The co2star initiative has made it its business to convince private consumers and companies with fleets of cars to change from fossil diesel to biodiesel. This way they can actively improve their personal CO₂ balance by 60% for the sake of climate protection.

Biodiesel is the most well-known and widely used biological fuel and in Germany is normally produced from rapeseed oil.

The advantage of biological fuels is that they exhibit a carbon cycle that is almost completely closed. Fossil fuels, on the other hand, which are produced from crude oil, consist of carbon that was chemically bound via plants and removed from the earth's atmosphere over millions of years. When crude oil products are burnt, this carbon is released in the form of CO₂ into the atmosphere within a relatively short period of time, from the perspective of the earth's history, and it warms our climate—the so-called greenhouse effect is the result.

Of course, CO₂ is also released when biodiesel is burnt, but plants (e.g. rapeseed plants) quickly reabsorb it.

When compiling a CO₂ balance of biological fuels, one must consider that in the course of producing them (as, e.g., from cultivation, harvest and transport), energy is also needed and CO₂ emitted. And yet the use of biodiesel from rapeseed still saves at least 60% of CO₂ in comparison to the use of fossil diesel fuel.

The co2star campaign is being run within the framework of the project "Carbon Labelling", which is funded by the European Commission. The initiative was officially born on Thursday, 12 July at a petrol station in Osnabrück.

"We are surprised at how large the interest is as well as the willingness of the consumers to change over. This day was a complete success for the co2star initiative. I am also sure that the Live Earth concert last Saturday made a great contribution to increasing our attention and sensitisation towards the topic of climate protection and CO₂ emissions", reports Sven Bürkner, representative of the petrol station chain Q1, which is a member of the co2star initiative. Consumer polls will be conducted to evaluate the effect of this first European pilot campaign.

Interested parties can find information brochures at the participating petrol stations about the topic of biodiesel and—following the motto "do good and talk about it"—there are free co2star petrol cap stickers for all biodiesel ambassadors.

This year, the co2star label will also be used for an additional campaign in the Netherlands. In this case, the CO₂ emissions savings will be achieved via the use of biodiesel in a logistics company.

Further information can be found at www.co2star.eu. We will place images that you can download at <http://www.stiehlover.com/presse/co2star> at 1:00 p.m.

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