

ZeaChem

Pioneering third-generation biofuels

ZeaChem

DOWJONES

FT
FINANCIAL
TIMES

platts
100 YEARS

San Francisco Chronicle

cleantech
GROUP LLC

VentureBeat



Challenge

- Increase awareness of third-generation ethanol and bio-chemicals, and how they compare with other forms of ethanol and petro-based processes.
- Gain national and local attention for ZeaChem through media, events and other exposure.

Strategic Approach

- Lead the charge to define third-generation ethanol through influencer education campaign.

Powerful Idea

- Draw multiple stakeholders together in public forums to generate informed discussion about bio-refining.

Results

- Local communities became supportive and involved with ZeaChem's bio-refining plans.
- Media coverage in business and trade outlets served to educate chemical companies, fuel refiners, feedstock growers, public officials, investors and the general public on ZeaChem's bio-refining process.
- ZeaChem presented at influential industry events by AlwaysOn and Dow Jones Alternative Energy Innovations.