

E.g., Stories would help us drive biofuel adoption and advance contributions to fuel and energy security

Sample stories - Sugarcane



The many benefits of the sugarcane sector...



... such as air quality and energy security

- Key message: show the importance of **sugarcane for fuel & energy security**
 - Situation: **high dependence on fossil fuel** which produces more greenhouse gases...
 - Challenge: further **increase biofuel use**
 - Solution: **sugarcane cultivation is key to biofuel production** and can help us reduce air pollution
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- Key message: **educate** the public **about the importance of biotechnology**
 - Situation: **productivity stagnation in sugarcane** due to lack of innovation
 - Challenge: **fill energetic gap** by increasing ethanol production
 - Solution: **increase sugar productivity sustainable** (i.e., w/ more input or land)