

## Intelligent Energy Europe



**RE-Island Conference**  
Samsø 4/10/2007

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## A FIRST REAL ENERGY POLICY FOR EUROPE

### TARGETS BY 2020

- at least 20% less greenhouse gas emissions
- 20% better energy efficiency
- 20% share of renewables in the energy mix
- 10% biofuels in transport fuel

### SOME MEASURES

- 6-year Energy Efficiency Action Plan
- Renewables legislation (later this year)
- EU Strategic Energy Technology Plan (later this year)

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## ENERGY POLICY: CHALLENGES AND OPPORTUNITIES



Climate change is underway




Growing vulnerability to gas and oil imports



Competitiveness and innovation

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## THE CIP FRAMEWORK AND IEE II

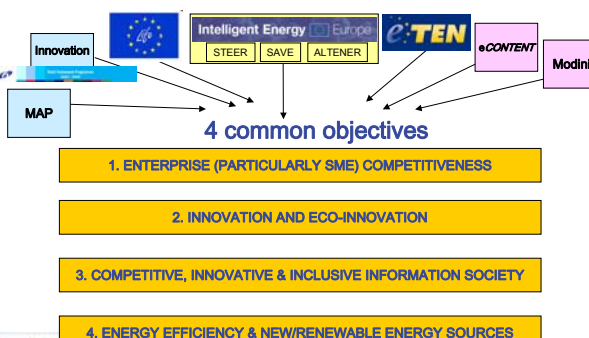


Competitiveness and Innovation Programme (CIP) 2007-13

- Entrepreneurship and Innovation programme
- IEE II
- ICT Policy Support Programme

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## CIP: 9 previous programmes



4 common objectives

- ENTERPRISE (PARTICULARLY SME) COMPETITIVENESS
- INNOVATION AND ECO-INNOVATION
- COMPETITIVE, INNOVATIVE & INCLUSIVE INFORMATION SOCIETY
- ENERGY EFFICIENCY & NEW/RENEWABLE ENERGY SOURCES

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## CIP Structure: 3 pillars

From 2007 to 2013: €3.621 million

<b>Entrepreneurship &amp; Innovation (EIP)</b> EIP committee € 2.170 million incl. € 430 for eco-innovation	<b>ICT Policy (ICT)</b> ICT committee € 730 million	<b>Intelligent Energy Europe (IEE)</b> IEE committee € 730 million
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SMEs, Eco-innovation

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### THE EACI

**executive agency eaci**  
EUROPEAN COMMISSION  
for competitiveness & innovation

The first Executive Agency created by the Commission

Remit: manage the following EU funding programmes/initiatives

Intelligent Energy - Europe	Business support network <i>soon</i>	Eco-innovation <i>soon</i>	Marco Polo <i>soon</i>
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### INTELLIGENT ENERGY - EUROPE

- Develops markets for energy efficiency and renewables
- Supports the uptake of state of the art technologies
- Brings actors together and creates innovation from diversity

↓

A catalyst for innovation and business opportunities

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### Intelligent Energy II – Selected Priorities of today

	Enabling Policies	Market transformation	Behaviour	Capital	Training
SAVE	energy-efficient buildings ■ industry excellence in energy ■ energy-efficient products				
ALTENER	renewable electricity ■ renewable heating & cooling ■ domestic and other small-scale applications ■ biofuels				
STEER	energy-efficient transport ■ clean vehicles and alternative motor fuels ■ strengthening of local players (from 2008)				

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### Integrated Initiatives 2007

**LOCAL LEADERSHIP**

- Creation of local and regional energy agencies
- European networking for local action
- Sustainable communities

**SPECIAL INITIATIVES**

- Bio-business Initiative
- Energy services Initiative
- Intelligent energy education initiative
- Combined heat & power Initiative
- Concerted Action for the Buildings Directive

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### HOW DOES THE IEE II PROGRAMME WORK?

- The programme runs from 2007-13 and has a budget of € 730 Mio
- It supports **up to 75%** of the eligible costs of projects, which support the programme objectives
- Applications for funding can be submitted following the 2008 call for proposals. Publication: **January 2008**
- Successful proposers conclude grant agreements with the EACI and carry out their project

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### STEP BY STEP – LEAD THE WAY FROM POLICY TO ACTION

Policies Technologies Market opportunities

Standards, reduce risks for investors

Learn, build new skills

Change regulations and procedures

Test new local policies

Lead, show best practice

Change behaviour

Interact and communicate

Share, network, innovate

Real changes on the ground

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### Project Management

- Website: « Implementing your project »:  
[http://ec.europa.eu/energy/intelligent/implementation/index\\_en.htm](http://ec.europa.eu/energy/intelligent/implementation/index_en.htm)
- Financial Forms
- Guide for contractual and Financial issues:  
[http://ec.europa.eu/energy/intelligent/implementation/financial\\_en.htm#agencies](http://ec.europa.eu/energy/intelligent/implementation/financial_en.htm#agencies)
- Communication Guidelines (use of logo, disclaimer, project website etc.) Guide for better communication




### Communication & Dissemination

- Dissemination activities should take place throughout the whole duration
- must be tailored according to the characteristics of the target groups and need special skills, expertise and professional approach.
- **What?** What is your product/message? Which format and at what level of detail?
- **To/with whom?** Who are the specific target groups? Who needs to be actively involved in your information activities?
- **How, when and which level?** Through which means and media to disseminate your outputs? Which level? Could you take advantage of meetings of the target groups?
- **How to measure the effectiveness** of your information/dissemination activities? How would you adapt your actions if you do not achieve what you want?

### Project website

- each new agency has to set up a **project website** as own website or of relevant public authority.
- website should be easily accessible and up-to-date.
- inform about the objectives of the agency, the work programme, the organisations involved , all publishable deliverables.
- website has to be accessible at the latest **6 months** after signature of the Amendment and at least **2 years** after the end of the action!






### « Common Dissemination »

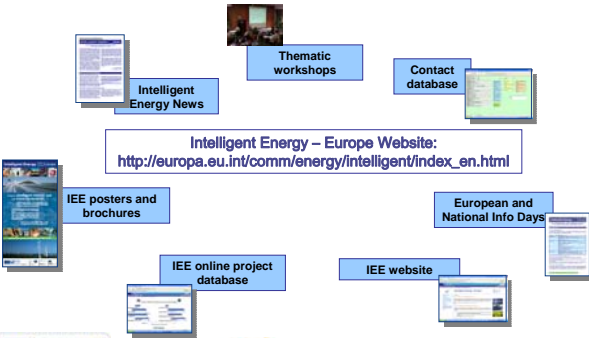


#### Work Package on « Common Dissemination »

Upon request by the EACI contribution to common dissemination activities shared by the IEE projects to increase synergies and visibility of project results

- Contribution to the development of online information systems under IEAA-management (e.g. project fact sheets, reports, slides etc.)
- Participation and/or contribution, to information and dissemination events (e.g. contractors' workshops, conferences etc.)
- Contribution to the preparation of common presentation material related to IEE actions (e.g. "Intelligent Energy News" newsletter)

### Means of communication I

### Means of communication II

**managEnergy**

- to support the work of local and regional actors. Includes: Training workshops, online events, web site with case studies, good practice, sectoral advice. [www.managenergy.net](http://www.managenergy.net)
- **Sustainable Energy Europe Campaign (2005-2008)** to raise public awareness and promote sustainable energy production and use among individuals and organisations. [www.sustenergy.org](http://www.sustenergy.org)








### What kind of local energy agency can be created by the IEE II?

- ❑ Aimed at promoting EE / RES through local action
- ❑ Independent, autonomous organisation with public mandate
- ❑ Newly set up entity and not extension of an existing body
- new** ❑ Proposed by a Local Authority: one Agency-one contract
- ❑ Priority to create agencies in New Member States, eligible candidate countries, areas of EU-15 without agency services
- ❑ Promote the agency concept to other public authorities
- ❑ Contract duration 36 months after establishment
- new** ❑ Indicative level of EU support – 75% of total eligible costs or max 250k€ per new agency




### Mandate of an Energy Agency I

- Promotion of energy efficiency in buildings, industry and transport, and the use of renewable energies as major elements of sustainable development
- Establish local structures to fulfil specific local needs
- Offer Added Values :
  - ➔ ✓ CREATE NEW LOCAL JOBS
  - ➔ ✓ PROMOTE CREATION OF SME's (in the energy sector)
  - ✓ FOSTER COMPETITIVENESS OF SMEs
  - ➔ ✓ OFFER ENERGY SERVICES TO SOCIETY
  - ✓ INDUCE CHANGES OF BEHAVIOUR: Education & awareness

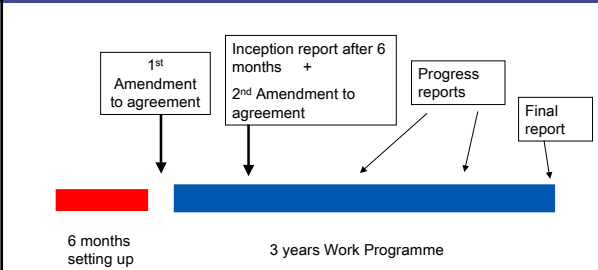





### Mandate of an Energy Agency II

- strong commitment & political will required
- independent organisations, "not-for-profit" basis, providing a public service,
- good communications and public relations skills needed.
- links or the promoters of sustainable energy and development initiatives
- promote the concept of local agencies to other public authorities, to set up their own agencies, without necessarily asking for EU support





### IEE Agreement

### Staff of an IEE supported Agency

Agency must have its own permanent staff

- ❑ To build up a new team
- ❑ 3 staff is a minimum
- ❑ Director: is a key factor
  - Must be externally recruited by the agency and be independent from Local Authorities (LA)
  - Responsible for the management of the agency




### Important points for good proposals

- In areas not covered already or lagging behind
- Clear commitment from local authority to support
- Work Programme tailored to local needs and priorities
- Quantified Performance Indicators, relevant & realistic
- ➔ ■ Sector activities and horizontal activities targeted to specific groups
- Balanced management structure and good partnership with local stakeholders
- ➔ ■ Sustainability plan and commitment after the first three years (5 year clause in the contract!)




**Best Practice examples of local energy agencies**



- **Gotland , Swedish island in the Baltic Sea**  
*Energy Saving: results so far in the Municipality buildings : Total Energy consumption reduced from 179.8 kWh/m2 in 1998 to 118.8 kWh/m2 in 2005*  
*Alternative Energy Sources: The share of alternative fuels currently amounts to around one third*  
*Marketing and awareness campaign : " The Sustainable Society - Energy and Environment projects on Gotland"*  
*"Ownpower", aiming to enable the local ownership of renewable energy installations on the island*




**Best Practice examples of local energy agencies**

- **Samsø a Danish island in the Baltic Sea**  
*Information about Renewable energy and co-ordination of RE development*  
*Assistance in energy planning*  
*Education: the support of an "Energy Academy"*  
*Campaigns and demonstrations*

More on Samsøe you will learn during the next two days !!



**Best Practice examples of local energy agencies**

- **ABMEE, Brasov, in Romania**  
**Citizens** – information, advice, support for projects  
**Local Authorities** – assistance in energy policy, targeted actions  
**Sustainable Development** in Brasov Municipality in a Clean Environment  
**Database of energy consumption in municipal buildings** – to help with the strategy for refurbishment of 100 public buildings  
Activities designed to fit with the **Brasov Agenda 21 strategy**  
**Sustainable energy communities (IEE project)**  
**Survival plan with local, national and European partners**




**Best Practice examples of local energy agencies**

- **Kaunas Regional Energy Agency, Lithuania**  
**"The Plan of Rational Energy Use in Kaunas City"**  
45 energy audits in buildings  
KREA is helping the Kaunas municipality to carry out European projects: ESCOBALT, SENET, SESAC and DISPLAY.  
KREA is as partner together with Energie-Cities and other EU organisations in several European projects including COMPETENCE, ECHO Action, ENERGY 21 (EIE)

**The EACI: Your main contact**

The EACI....



- ...implements the IEE Programme
- ...manages the projects and events organised under IEE
- ...disseminates the know-how and best practices produces
- ...fosters exchange and co-ordination between all players involved, and with other Community and national activities
- ...feeds back project results to DG TREN policy makers and helps improve the programme




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Thank you for your attention!

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