

- documentation supporting SMEs as regards environmental certification is wide and diversified, many are the info on the web, but there are no believable technical references which can be widely considered and have the credit which is on the contrary peculiar to European projects: too often enterprises manage such aspects in a "homemade" way, carrying out actions which can be common with others as regards objectives and targets, but are completely different as regards methodologies, costs and effectiveness.
- there are often no clear laws at national level which are also not coordinated with European directives
- the public sector could invest more in the support and application of renewable energy or energy saving systems acting also as an example for the local communities and stakeholders

Therefore the project aims to carry on innovative pilot interventions in the various interested areas, which shall be coherent with the individuated overall strategy, and to activate demonstrative actions regarding energy saving and the use of renewable energy resources, particularly by:

- creating and applying small-scale energy installations
- disseminating the best practice on energy saving and on renewable energy resources
- promoting common campaigns to raise awareness of energy saving and of using renewable energy resources in the coastal areas of the SEE sea.

Such a project will particularly public structures and services in towns of SEE space, in order to raise the knowledge on the problems connected with climatic changes, with resource consumption and with CO2 emissions. The aim of the project is making the involved public and private subjects aware of the climate change and of the possible solutions, as far as the personal responsibility of stakeholders, single citizens and local administrations is concerned.

Local pilot interventions can carry out innovative experimentations, which can be easily reproduced on a large scale in the interested areas tackling the same problems, in order to foster the sustainable development, improve the quality of life, and to substantially help reaching objectives on CO2 reduction which are foreseen in international agreements and by EU strategies.

GENERAL OBJECTIVES

Describe the general aims of the project

"Act locally, think globally": keeping this slogan in mind, we intend to start a project which, by defining concrete intervention plans, individuates a whole strategy towards the environmental sustainability of the SEE area; this strategy is also aimed at reaching a better level of appeal and competitiveness, promoting examples to spread advanced techniques for energy saving and an integrated use of Renewable Energy (RE) in the frame of the respect of Kyoto targets, particularly as regards public buildings, services, city transports and tourist activities.

Such a project, therefore, aims at spreading and promoting environmental sustainability, particularly as regards the climate change and the compliance with the Kyoto Protocol and with European programmes, by defining a joint strategy towards sustainability and setting up concrete actions complying with such an objective.

Some innovation paths will be identified which allow strongly tourism-oriented towns to concretely put environmental sustainability into action, through the implementation of technological projects, especially in the frame of RE and of energy and water saving.

Such project wants to support an energy-environmental plan for investment, to evaluate the environmental and energy balance and the impact that the various (although innovative) choices have on climate change: all this in order to find, for each typology of structure and service, the best technological mix to cut down polluting emissions. *For this reason, the actions foreseen in the project are aimed at fostering/preparing investment and delivering concrete examples of small-scale investments.*

The overall strategy needs also a strong involvement and sensitisation of the managers and users of such services, thus enhancing positive effects on the environmental sustainability which will go well beyond the single actions. This will help spreading a better knowledge of sustainable tourism in the SEE area and to increase the competitive ability on the international market.

SPECIFIC OBJECTIVES

Describe the concrete aims of the project

- Improving energy efficiency in entrepreneurial and public activities, consequently reducing greenhouse gas emissions and saving energy;
- Improving the balance "cost-benefits" as regards the use of renewable energy resources;
- Reducing the pressure on the environment of human activities;
- Increasing public awareness on problems connected with energy saving and the emission of harmful gases;

- Spreading innovative technologies for the production/use of renewable energy;
- Exchanging experiences and best practices in individuating and applying innovative solutions for energy saving and the use of renewable energy resources;
- Enhancing a dialogue among citizens, stakeholders, public administrations and users in order to shift from the understanding of energy problems to the adoption of sustainable patterns in the frame of the strategy: "*act locally, think globally*";
- Improving public and private investments both in research in the field of eco-friendly technologies and in adopting systems to save energy and/or using renewable energy resources.

MAIN ACTIVITIES

describe the main activities of the project

1. Definition of intervention plan

1A) Constitution of an International Technical Scientific Committee (TSC):

First of all, project partners will individuate a pool of experts involving Universities, research centres, specialised societies etc. who will define analytical methods, will collect and elaborate information/data, and follow/implement the different project phases, with particular reference to Actions 1, 2, 3 and 4.

1B) Systematization of the information:

Each partner will cooperate according to a jointly defined methodology to systematize the information about the state of art about energy and on the territorial situation it is inserted in; this will help individuating the possible applicable renewable energy resources, according to the actual scenarios.

The information will be systematized on a two-level basis:

- Territorial level: situation from the social-economic, environmental, historical-cultural point of view, strengths and weaknesses, particular disposition to conversion, availability of resources etc.
- Energy level: applicable typologies of renewable energy (RE) resources, availability of technologies needed to apply such resources, transferability of such technologies. Recognition of the projects or of the activities which have been carried out on partner territories, of the already activated instruments and of the obtained results in order to use successful methodologies and reject the ones which were locally unsuccessful. Check of the successful experiences as far as energy saving is concerned and use of transferable renewable energies.

The involved areas will be then classified and divided following their service, social-economic characteristics etc. This will allow the setting up of dedicated projects, which can be replied, measured and are eco-friendly. The check analysis will also be also useful to find the key subjects (public and private) in the territories with whom highly innovative pilot projects can be carried out in the future.

1C) Definition of technological solutions, investment models and pilot intervention:

After phase 1B, real "*excellence units*" (single interventions, single technologic solutions, packages) will be individuated and planned, which will be characterised both as regards technological solutions and the obtainable environmental results. The single unit will be transferable by modifying technologies or procedures to adapt them to any determined target and territory.

Once the basic characteristics and the specific targets have been determined, an analysis will be started on the energy characteristics and their impact on climate change of the single operator/categories of operators/Body and/or of the single sector. This will allow project partners to prepare an advanced package of possible technological solutions of excellence.

A basis technological package will consider at least the following points:

1. Energy characteristics of each determined target or service in the different territories (energy certification)
2. Advanced technologies which can be implemented for saving energy and water and also for the integrated use of renewable energies which are compatible with the involved places (even from the landscape point of view)
3. Check of non-implementable advanced technologies
4. Choice and definition of intervention priorities
5. Individuation of institutional Subjects who are qualified to issue the various authorisations
6. Definition of objectives, timetable and resources for each intervention
7. For each determined solution, pilot projects will be started and carried on which are meaningful and coherent with the whole strategy. Interventions are meant to be oriented towards basic public services in the determined areas (i.e. schools, public buildings/offices, etc.) which in the future will have to be generally reconverted for the sake of sustainability. In each involved territory, 1 or 2 structures will be selected to carry out pilot projects.
8. Choice of measuring instruments and monitoring of each intervention, following uniform and shared criteria

9. Partners and experts will compare the results obtained by the different projects carried out in the different areas

The definition of the packages of technological solutions will be completed and integrated with the development of adaptable investment analysis models for each type of building. The model will include relevant parameters so that the projected reductions in energy usage can be adjusted for the size, type, service and use profile of the building where the technologies might be applied. Using these investment analysis models, each building type user will be able to fill its own parameters and receive estimates of cost and energy savings from implementing a specific energy-saving technology or a mix of energy saving technologies and measures for evaluating the investment required (such as IRR, NPV and payback period). In this way energy building user will be equipped with the required decision making tools to assist him in deciding the optimal mix of energy efficiency technologies under least-cost requirement.

This phase will lead to the activation of some intervention solution, whose innovative characteristics and results are the best possible as regards the reduction of direct and induced polluting emissions, and the ease of spreading and transferring methodologies and obtainable results. Each intervention will be examined as regards the cost-benefits evaluation, and then specific pilot projects will be planned, started or promoted.

Such pilot projects may regard public buildings or tourist structures as camping sites, bathing establishments, hotels, spa and other buildings connected with different economic sectors.

2. Carrying out pilot projects

2A) Selecting and carrying out pilot interventions

The TSC and the representatives of the Project Committee will define the mechanisms to select places to carry out pilot interventions – studies and possible applications as defined in phase 1 of the project will be adapted on these places. Pilot projects per area will be defined (number per area to be defined) where packages as indicated in activity 1.C will be experimented.

2B) Assessment of the results

After pilot plants have been started, a check of the results will be carried out to verify the actual level of energy and economic saving and reduction of CO₂ emissions. Data collected by partners will be streamlined in a single document containing information which will be used for disseminating the results and for promotion activities.

3. Education and information about energy saving and awareness in using RE

The success of this project is strictly connected with the setting and developing of awareness, spreading and education actions regarding the problems with the environment and the use of energies. Communication actions will be organised which will be targeted to two groups:

- A) Public bodies and stakeholders
- B) the entire community and users in general

3A) Dedicated awareness campaign for particular topics and interest groups:

Awareness and communication campaigns will be started, which are targeted to stakeholders and public bodies, in order to spread the information on the technological solutions for the use of RE and/or of energy saving, as well as to spread the results of costs and benefits the adoption of such technologies put into action.

Therefore a joint brochure/dossier will be prepared containing technical info divided into themes and enterprise groups; this will be a first instrument to awaken the receivers on the problem of environment and energy and to give first technical info helping to evaluate the effective application of the proposed technologies.

Apart from the brochure/dossier, some targeted local workshops will be organised, dedicated i.e. to professionals/experts in order to investigate the technical and economic aspects connected with the adoption of eco-friendly technologies; in these occasions professionals may show their interest in setting up interventions to save energy or use/produce energy from RE.

4B) Campaign to raise "mass" awareness on energy:

Planning and setting up activities to raise mass awareness on climate change, waste of resources, sustainable development, management of rubbish, energy from renewable sources, energy saving. *Ad hoc didactic material* will especially be studied and printed for the general public and for schools: for example brochures, posters etc. to advertise project activities but mainly to induce people adopting behaviours/habits/instruments allowing them to save energy. Each instrument will be prepared following common procedures and layouts; contents and messages to be spread will be jointly defined. Each partner will prepare material in their own language, using the most efficient language to make people understand the messages, following their own cultural situation.

Each partner will also write and publish ad hoc press releases.

5. Dissemination of results and promotion

5A) Dissemination and promotion through pilot projects

Pilot projects will be promoted in accordance with dissemination procedures inside the structures themselves (e.g. descriptive panels, exhibition of project material, information plates near energy points, etc.): all this not only to

inform people on the obtained results, but also to awaken people on the problems connected with energy and environment and on the solutions that may be adopted.

Once realised, projects will be open to visits from the public (according to the any possible rules and/or restrictions of the involved buildings) and will become real places where people can understand and check what may be concretely and economically done: a demonstration of how energy saving and RE can be an economical and promotional investment, and also a protection of the environment where the activity takes place.

Such an action is to be carried on directly by the involved actors, who will share life styles, languages, needs and problems with the users of their services. We are not talking about experts handed down from on high, or technology sellers, but about people at our same level, in which we can identify. With only a little effort, choices others have taken are immediately understandable and believable.

5B) Communication

Preparation of local press conferences and press releases to promote the contents of the project, the achieved actions and the obtained results.

5C) Promotional material

Drafting and spreading a common project brochure and ad hoc web pages linked to the websites of partners and of involved actors, where info on the project and on the obtained results can be found.

5D) Final conference

Organising an international final conference for both professionals and the public, in which all project partners will participate together with the involved subjects; the project results will be shown together with the problems that may have arisen. This conference will be an occasion to meet people and to exchange opinions, so that other future cooperation may take place.

6. Coordination

A Project Committee (PC) will be created, made by a representative for each project partner. The PC will designate the TSC members, with whom the PC will actively cooperate. The PC will also define the operative plan to implement the actions, will monitor the time needed for their realisation, the progress in their implementation, in order to guarantee that they are correctly developed and the project objectives reached.

Three coordination meetings will be held (kick-off meeting, 2 intermediate meetings, and final meeting) so that project partners can meet, discuss and decide on the various planned actions.

TARGET GROUPS

Direct beneficiaries:

- public bodies involved in the project
- stakeholders and local communities of the areas involved in the project
- technicians

Indirect beneficiaries:

- other public bodies not involved in the project
- stakeholders and local communities of other areas not involved in the project

INNOVATION: What is innovative about your planned project?

Describe how the project will provide something new for the groups in targets

The project aims at diffusing innovative technologies and alternative solutions to the traditional systems to produce energy, in order to decrease CO₂ emissions and promote the use of renewable energy.

Stakeholders, communities, and public bodies will have the possibility to directly test and see possible applications of innovative systems at small scale to use/produce renewable energy. The demonstrative pilot projects which will be realised within the project will be in this way promotional means themselves, with the aim to trigger a stronger use of such systems.

The innovation of the project is referred both to the concrete/tangible output (realisation of pilot projects and to the definition of packages of possible technological solutions), and the communication methodology envisaged (direct and targeted "bottom-up" communication).

RESULTS TO BE ACHIEVED Which concrete solutions/applicable results does your project plan to develop?

- data about the energy situation and pollution in the areas involved in the project
- data about the best practice in the field of renewable energy

<ul style="list-style-type: none"> - packages of possible technological solution to produce/use renewable energy - decrease of CO₂ emissions - application of "small scale" technologies to produce/use renewable energy (number to be defined) as pilot demonstrative projects - data about the assessment of the results of the pilot project realised - diffusion of technologies to produce/use renewable energy 	
PARTNERS ENVISAGED: What would be the desired partner profile for your project (country, expertise)?	<ul style="list-style-type: none"> - Public administrations of the eligible area for the SEE eligible area; - Centres of Research for the use of renewable energy;
Typology	<ul style="list-style-type: none"> - <i>Public bodies</i> - <i>Bodies governed by public law</i> (not having an industrial or commercial character; having legal personality; financed, for the most part, by the State, regional or local authorities, or other bodies governed by public law; or subject to management supervision by those bodies; or having an administrative, managerial or supervisory board, more than half of whose members are appointed by the State, regional or local authorities, or by other bodies governed by public law) - <i>Bodies governed by private law</i> (not having an industrial or commercial character; having legal personality; financed, for the most part, by the State, regional or local authorities, or other bodies governed by public law; or subject to management supervision by those bodies; or having an administrative, managerial or supervisory board, more than half of whose members are appointed by the State, regional or local authorities, or by other bodies governed by public law; they make available the results of the project to the general public; they apply the principles of public procurement)
Estimated Budget	TBD depending on the number of partners
Duration	30 months
DETAILS	
Is your project a follow-up to a previous project, or building on the results of a similar project in your field? If so - which programme and project?	
EXPRESSION OF INTEREST	
ORGANIZATION NAME COUNTRY – CITY E-MAIL PHONE-FAX	
ORGANIZATION NAME COUNTRY – CITY E-MAIL	

PHONE-FAX