

# **EnercitEE**

## **Component Seminar 3 in Leipzig**

### **23 October 2012**

***Template Presentation SP 's EnercitEE***

**SP [4] ActEE**

**Presented by Claire Dardenne – Mountain Riders**

# 1. Main objectives of the sub-project

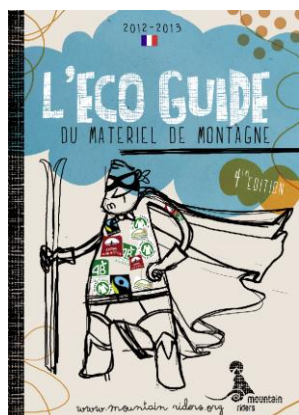
- Test and implementation of different tools for energy efficiency in public and private sector:
- Create a catalogue of best energy practices on the scale of the 3 countries: Italia, Poland and France.



## 2. Main outputs + results

### ARLEG & DAPT & MOUNTAIN RIDERS

- Press release
- Dissemination events : test of new tools
- Finalization of logos and flyers (next slide)
- One webportal with primary database of good practices
- Second interregional meeting



### MOUNTAIN RIDERS

- “Montagne d'Eco Gestes for hosts „ and “Montagne d'Eco Gestes for Shop„ : **tools for energy efficiency for professionals**
- Eco Guide to Mountain Gear: **tool for helping consumers to choose a responsible brand which implements actions towards sustainable development.**



The EU Climate and Energy Package is considered to be the key to an energy efficient and low-carbon Europe. The three overall objectives have become generally known as the 20-20-20 targets: a 20 % cut in emissions of greenhouse gases by 2020, compared with 1990 levels; a 20 % increase in the share of renewables; and a 20 % cut in energy consumption.

**EnercitEE** seeks to implement the EU targets on energy efficiency practically. The project, which is carried out under the EU program INTERREG IVC, builds upon experiences and existing networks from the forerunner project energy' regio.

**EnercitEE** will identify, analyse and transfer best practices, foster the exchange of experience and carry out light pilot implementation to increase the level of energy efficiency of local authorities and their citizens.

Practical guidelines and policy recommendations produced within **EnercitEE** will provide valuable assistance for European regions aiming to improve their energy performance and policies.

## PARTNER REGIONS

1. Saxony  
Germany
2. Småland / Blekinge  
Sweden
3. Emilia Romagna  
Italy
4. Haute-Savoie  
France
5. Region of Crete  
Greece
6. Lower Silesia  
Poland



## Partners

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Promotion & exchange of citizens'  
good practice examples on EE



ActEE project is aimed to detect and spread best practices in the field of communication tools which can allow developing long lasting, effective and ongoing tools. Benchmarking of existing tools combined with partners' experiences, these two inputs allowed the sub-project to develop a communication tool package with lower cost impact. This package will be innovative for two main reasons. The first one consists on developing a common European communication tool package for all the citizens, adaptable to all the regions in EU. The second one concerns the manner of developing these tools. All the partners are working in close relation with the citizens which allows the European package to be set up from the bottom. Project's actions involve a study on regional best practices on energy efficiency communication, exchange of these practices among the partners and experimentation of the tools detected in the countries involved. The project is expected to reach citizens in the countries involved, changing their behaviors and consumptions attitude in an appreciable way.

#### Notes:

#### What do I do to save energy every day?

## Objectives

The main project's objective is to detect, analyze and disseminate best practices on energy conservation and environmental sustainability, helping to act on these issues. The project will also enable indepth content on energy efficiency with effective communication and cultural tools. ActEE will help improving the communication of non-simplistic, specific and exact issues on energy efficiency, avoiding superficial and rough approaches. It will contribute in creating a background of knowledge information and cultural adaptation that promotes EE and sustainable behaviors.

## Outputs

- Web portal
- Database
- Good practice catalogue
- European communication tool package

## Results

The results of the sub-project will be the awareness raising of the citizens: on the one hand, people will get knowledge on EE so that they can act by themselves without paying for these informations; on the other hand, the project will highlight the citizens' activities. It is a win-win project. Moreover, another result will be the interregional approach with exchange of experiences, European harmonization of tools, documentation which sum up major aspects of regional approaches developed and experiences made.

## What we are doing...

### Mountain Riders

**Our mission:** Mountain Riders is working for the promotion of sustainable development throughout France's mountain territories. We aim to work with both the public and private sectors as well as with the nearly 20 million skiers, snowboarders and tourists that come to the Alps every year, to set up concrete and sustainable actions.

**Our philosophy:** Inform, don't lecture, work with everyone, and make change a positive process by creating the space or proposals of potential solutions and concrete actions.

### ARLEG S.A.

**Our mission:** strengthening competitiveness in the region with activities dedicated to economic development, development of SME's, development of territorial government, dissemination of European Union standards, especially directed to balanced regional sustainable development.

**Our activities:** preparation and management of EU co-funded projects; human resources development projects (education, trainings, advisory); support of SMEs and local initiatives (advisory and specified trainings, supporting loans, quality management system implementation, business plans, strategies and market analysis preparation); cooperation and advisory support to public authorities; innovation's implementation and technology transfer.

### DAPT

**Our mission:** DAPT - Department of Architecture and Urban Planning - is the University of Bologna's reference for didactic and research in the areas of technical architecture, composition of architectural projects, techniques and graphical representation, relief and urban planning design.

**Our activities:** Environmental and sustainable design, development of technical solutions and construction systems for the energy rehabilitation of the architectural heritage, eco-design and re-oriented housing systems in buildings, design of dynamic and multi-functional integrated systems, environmental adaptation of existing buildings.

### 3. Deviations from the original plan?

- **ARLEG:** postponed realization of one dissemination event till the 3rd semester => to have more information and material form project to present then.
- **DAPT:** postponed the testing phase in autumn instead of summer => delay that will ensure effectiveness and reliability of the project
- **MOUNTAIN RIDERS:** development of a new campaign for shops: „Montagne d'Eco gestes“ which took many worked hours and due to the departure of Claudine, necessary to take time to transfer experience and skills.

## 4. Policies improved in the regions

- Optimization of some policies:
  - Agreement with „Sustainable development and Sports Ministry“ and FPS
  - Working on axis 1&2 and working group 2 for education and support of shops
  - FPS = intermediary in this approach



## 5. Long term impacts & future prospects

- „Mountain of Eco gestures for shops“
  - *Internal:* **Development of a commitment charter** encouraging them to use ecolighting and switch off lights and computers during the night, efficient heating system and monitoring of air conditioning, etc...
  - *External:* **Raising awareness of consumers** in offering them information and responsible products which are visible through information signs in the shop (organic cotton, care of products, end of life of products)



## Billy & Willy Movie on energy

<http://www.youtube.com/watch?v=K8OscJva3MA>

# Thank you for your attention

