



Sustainable Energy Europe

www.sustenergy.org

Connecta l'estalvi,
encén el futur

Jornades de sensibilització i debat
sobre l'energia 2010

Sostenibilitat i impactes



Sala d'actes de "SA NOSTRA" Son Fuster
27 i 28 de maig 2010



Sustainable Energy Europe: scope and benefits

Examples of Official Partners

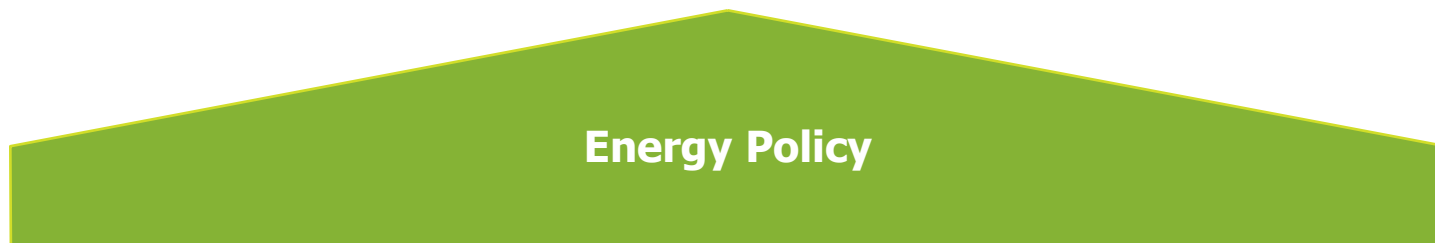
Communication support

David CROUS DURAN
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EU Energy policy: the 3 pillars



Energy Policy



Legislation

Energy Efficiency AP
(2007-2013)
Climate & Energy Package
20-20-20-10 by 2020



**Financial Support
programmes**

FP7 (2007-2013)
Competiveness and Innovation
Programme
Intelligent Energy-Europe
Eco-Innovation
ELENA (Covenant of Mayors)



**Information and
Communication
Platform**

www.sustenergy.org



SEE CAMPAIGN SET UP

PROJECTS and EVENTS

ACTORS and AMPLIFIERS

Official Partners

- Projects involving **public & private sector**
- Build & promote a **network**
- Share and highlight Europe's best practices

Energy Days

Promoting awareness actions amongst citizens

Campaign Associates

- Chosen actors that amplify the impact of the campaign
- Identifying country based Partners

Media

Amplifying impact of Campaign actions

EUSEW- event of the year in sustainable energy

APRIL 2011

WWW.EUSEW.EU





What is an Official Partner?

Showing and promoting your project

Definition/Eligibility: Ongoing and financed project with a clear action plan currently being implemented by private or/and public actors in the field of:

- Energy Efficiency
- Renewable Energy Sources
- Clean Transport
- Bio-fuels

5 Campaign areas:

- Sustainable Energy Communities
- Market Transformation - Voluntary Commitments
- Promotional, Communication and Educational Actions
- Demonstration and Dissemination projects
- Cooperation Programmes



HOW TO JOIN?

Next Deadline:
Friday 18 June 2010

- Summary
- Action Plan
- Expected Results
- Duration
- Budget
- Contact Details

Microsoft Word - Official Partners_application_template_2010.pdf - Adobe Reader

Fichier Edition Affichage Document Outils Fenêtre Aide


1 / 5 71,2% Rechercher



OFFICIAL PARTNER APPLICATION FORM
SUSTAINABLE ENERGY EUROPE
A European campaign to change the landscape of Energy

Please send the completed form back to:

David Crous Duran
dc@sustenergy.org
Tel +32 2 333 59 54



Project description

Title	State the name/logo/title of the project or programme, under which your Sustainable Energy Partnership will be identified throughout the Campaign (max 200 signs)
Summary	Provide a general description of the project, outlining its global aim and concrete objectives. Maximum 25 lines
Website	
Promotional description	Please provide a one-sentence summary of the programme or project. This will be used to promote you're the Partnership on the Campaign website (eg. "A project to build and promote wind farms in France" or "Organisation of an Annual Energy Week in Finland")
Start date	
End date	
Beneficiaries	Please describe the direct beneficiaries of your project (eg. individual consumers, education, industry, commerce, agriculture, manufacturers, housing companies, etc.)

Project details

Policy background	If applicable, please provide details (maximum 10 lines) of the framework policy within which the project or programme is working.
Geographical scope	Please indicate the geographical scope of your programme or project. (Tick all that apply)

Local
 Regional
 National
 International
Country/region:

1/5

www.sustenergy.org

Démarrer | 4 Microsof... | 7 Internet... | 2 Explorat... | 2 Microsof... | 2 Microsof... | Microsoft E... | 2 Adobe ... | 15:05



Promoting Sustainable District Heating and Cooling networks

Case Study: **Central de Generació d'Energies Zona Franca - Gran Via - Hospitalet**

Innovative process to recover wasted renewable energy serving southern Barcelona metropolitan area

• Promotors

- Ajuntament de Barcelona/ Agència d'Energia de Barcelona
- Ajuntament de l'Hospitalet de Llobregat
- Dalkia
- ENAGAS
- IDEA/ICAEN

• Projecte

- Aquest serà el primer *district heating* que oferirà el servei de climatització per a ús domèstic
- S'aprofitarà de forma pionera el fred residual de la regasificadora del Port i la biomassa municipal per a la xarxa de climatització i la generació d'electricitat
- Les emissions de CO2 evitades seran de 13.400 t CO2/any



AGÈNCIA D'ENERGIA
DE BARCELONA

Contact

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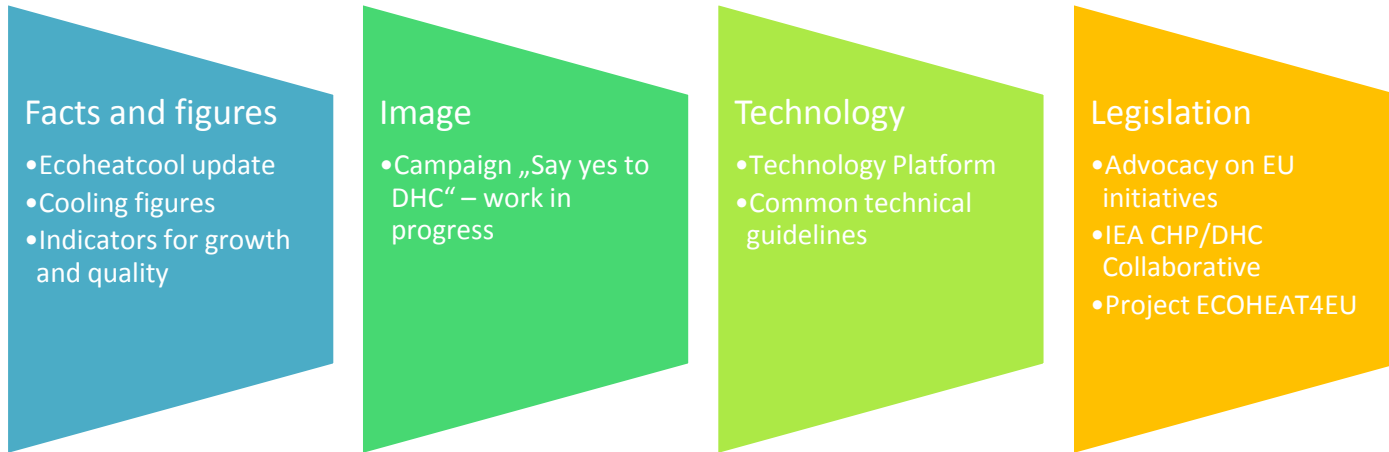
Case Study



The international Association of District Heat and Cooling

- **Objective:**
 - To improve the business environment by: promoting technical cooperation, coordinating a platform for both research & development and experience exchange
 - To represent the interests of the CHP/DHC industry at European Union level

• Actions:



Joint annual conference:
TEAMING UP FOR ENERGY RENEWAL: Cogeneration & District Heating

- **Forthcoming Event:** Euroheat & Power / Cogen Europe
 June 2, 2010 Brussels
 Conrad Hotel, Avenue Louise 71

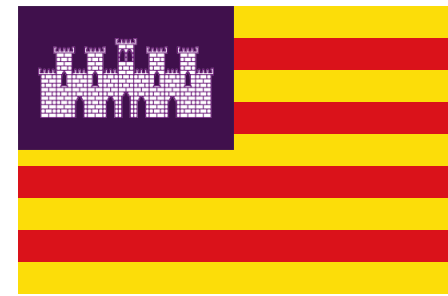
Contact
Sinead Boyle

communications@euroheat.org





Promoting sustainable energy projects in The Balearic Islands



Project: Factory of Pellets and biomass cogeneration in Mallorca

Promoter Organisation: GRUPARC



Project: PARC BIT: SOLAR&CHP District Heating & Cooling production in Mallorca

Promoter Organisation: SAMPOL INGENIERIA Y OBRAS S.A.



Project: MADRID BARAJAS AIRPORT CHP POWERPLANT

Promoter Organisation: SAMPOL INGENIERIA Y OBRAS S.A.



**Govern
de les Illes Balears**

Campaign Associate/ Regional Coordinator:

Conselleria de Comerç, Indústria i Energia, Govern de les Illes Balears





Benefits for Official Partners

1. Certificate of Best Practice from the European Commission

Sustainable Energy Europe

A European campaign to change the landscape of energy



The project *Oeste – A Rural Sustainable Development Region (Portugal)*

implemented by *LeaderOeste – Associação para o desenvolvimento rural*

has been recognised as an Official Partner of the Sustainable Energy Europe Campaign and contributes in the area of

Demonstration and dissemination projects

On behalf of the European Commission

Brussels, Tuesday, the 23rd of June 2009....

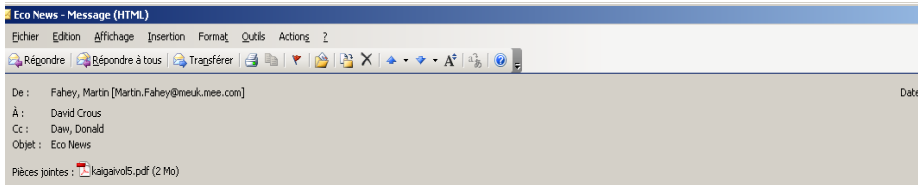


Official Partner's Certificate



Benefits for Official Partners

2. Exclusive use of the official Campaign Logos



David,

Good to meet you recently to discuss our continued partnership with Sustainable Energy Europe.

We mentioned that we had included some detail on SEE and the logo in one of our worldwide newsletters that originates in Japan. I have attached a copy of this for your information.

I met one of your colleagues briefly at the Citizens Generate Energy event in Brussels last week and she mentioned that you had discussed our meeting.

I will prepare some further information for you on our 'Time 2 Replace' and 'Ecodan' Projects that are within the Green Gateway Initiative as we discussed.

I think you were also going to forward some further information to me and templates for our updating of the general activities of Green Gateway.

Please do not hesitate to contact me if you have any questions.

Regards,

Martin Fahey
Green Gateway Initiative Manager



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Mitsubishi Electric Europe B.V. incorporated in the Netherlands with limited liability. Registered in England as a branch No BR0031391



Support By: Intelligent Energy Europe, TOYOTA TSUSHO CORPORATION

Project Leader: PlaNet Finance

European and local partners: RAHIMAFROOZ

RENDEV

Home Context Events Project description Partners Main activities Resources Links Contact

Welcome to the RENDEV website

RENDEV is a 3 years project exploring ways to link microfinance and access to renewable energy.

The project aims at bringing a positive contribution in rural development and poverty alleviation in Bangladesh and Indonesia by increasing access to solar energy, the development of micro enterprise, and the provision of microfinance mechanisms tailored for low income people's needs.

RENDEV is financed by the European Commission under its Intelligent Energy line. The project started in January 2007 and will last until December 2009.

Download Rendev Newsletter

Rendev PlaNet Finance Group

NEWS

International RENDEV Conference
December 8th - Sheraton Hotel, Dhaka, Bangladesh, Major Opportunities for

RENDEV Newsletter 6:
The RENDEV project ends and shares its findings with the Renewable Energie and Microfinance communities.

Training sessions:
A Check on the map the locations of the training sessions run by Rendev partners; YBUL in Indonesia, ...





Benefits for Official Partners

3. Online and paper-based promotion: project description & logo

Partnership database - Windows Internet Explorer

http://www.sustenergy.org/tpl/page.cfm?pagID=15&id=2917&submod=details

Google

Rechercher

Partnership database

Home | Presentation | Associates | SEE Developments | Partnerships | Citizen | Press | Newsletter | Sitemap | Contact us

Search: GO

PARTNERSHIPS

Select your language: English (en)

Partnerships

- About the Partnership
- Actions
- How to join
- Partnership database
- Events
- FAQ
- Awards Competition

ManagEnergy

managEnergy

Find out about this initiative, closely linked to the Campaign, created to support the work of actors, working on energy efficiency and renewable energies at the local and regional level.

Partnership database

Alcatel-Lucent Alternative Energy Program for global green telecommunications

First truly industrial solution of wireless telecom base stations powered with Alternative Energies

Project Promoters :

- Alcatel-Lucent, <http://www.alcatel-lucent.com>, FRANCE
- PowerOasis, <http://www.power-oasis.com/>, UNITED KINGDOM

Project summary :

The Alternative Energy Program powered by Alcatel-Lucent is building the first truly industrial solution of wireless telecom base stations powered with Alternative Energies (solar, wind, fuel cells, etc.).

**** Eco-sustainable benefits:** This program allows telecom operators to extend the reach of their mobile services to serve a huge population of potential new subscribers □ the more than one billion people living in areas where there is no or no reliable electrical grid and therefore where it is very hard for telecom operators to roll-out a network. It also enables operators to renovate their existing sites with alternative energy powered solutions, thereby reducing their operating costs and better preserving the environment.

**** Dissemination:** Alternative Energy solutions for telecom are considered expensive and complex to implement. The Alternative Energy program solves this issue by selecting and validating the best solutions from the very dynamic but fragmented alternative energy market, coupling them with the most energy efficient telecom equipment, and developing an unprecedented level of integration between the two, to optimize the efficiency of the overall [alternative energy + telecom] system. It aims at making Alternative Energies a standard mainstream deployment case for telecom equipment (which is not the case today).

**** Demonstration/Ecosystem development:** The program introduces the first Alternative Energy Lab dedicated to telecom, on Alcatel-Lucent Villareaux campus near Paris. This partner-friendly test, validation and integration facility enables Alcatel-Lucent R&D teams to develop a complete ecosystem of industrial, institutional and academic actors, bridging together the alternative energy and the telecom worlds.

Duration :

01/2008 - 12/2010

Geographical scope :

EUROPEAN,local,regional,national,international

Terminé

Démarrer

Boîte de réception - M...

Microsoft Office ...

Internet Explorer - 2917

Microsoft PowerPoint ...

11:45



Benefits for Official Partners

4. Publication in the Campaign newsletter



MEDIA NEWSLETTER November 2009

- Sustainability at the Heart of Massive European IT Facility [Read more](#)
- Sustainable Energy Europe News [Read more](#)
- Agenda of upcoming Campaign Events and Energy Days [Read more](#)
- Sustainability at the Heart of Massive European IT Facility

Microsoft has recently opened a mega data centre near Dublin – its largest facility outside the United States. But interestingly, the company's primary business decisions taken in the process of designing and building the massive structure were based on smart growth, security, and environmental sustainability.

A growing demand for e-business services? An increasing need for wireless communication? Improved office productivity, and faster video and media downloads? Microsoft is an IT leader that is investing in the infrastructure needed to support the exciting needs and growth of the services that our times and businesses are demanding today. By investing in this long-term business approach Microsoft is creating a thoughtful and methodical way to ensure they are doing the right thing for their business, stakeholders, and the environment.

In fact, to help meet the demand for "next generation" computing, Microsoft has opened a mega data center near Dublin – its largest facility outside the United States. But interestingly, the company puts a premium on the sustainability of the center construction team in the process of designing and building the massive structure.

What is perhaps most remarkable about the building – one of the largest construction projects in the Republic of Ireland over the last three months – is the array of environmentally sustainable design and construction features. According to Microsoft, the building is 20% more energy efficient than traditional data centers built five years ago. It uses outside air to cool the facility, recycles the heat that is generated by IT systems, and uses energy efficient lighting solutions.



"One of the driving forces in the design and construction of our new centre in Dublin was to reduce the company's use of resources like water and electricity," said Arac Joseberg, general manager of Infrastructure Services, Global Foundation Services, Microsoft, added Joseberg. "And by joining the Sustainable Energy Europe Campaign, we will be able to share our key learnings and best practices with other like-minded organisations."

Across Europe, buildings are estimated to account for more than one third of total energy use, largely because energy is used to heat, cool, ventilate and light buildings. The building and construction sector is an important focus of the European Commission's Sustainable Energy Europe Campaign. Microsoft's Dublin data centre has been recognised as an Official Campaign Partner because of its environmentally sustainable and energy efficient design.

Ireland's climate generally has low temperatures, so when the designers of the facility began planning the project several years ago, they decided to take advantage of this fact. The building uses "free air" cooling almost exclusively, which means that most of the time, air from outside is used to cool the operating equipment inside, without the use of mechanical or refrigerated cooling systems. Contrast this with traditional data centres, where mechanical cooling systems alone can use up to 40% of the power contained in the building.

In addition to the energy-smart construction and operation of the building itself, Microsoft has chosen to put in place equipment that delivers the highest performance with the lowest level of power consumption and heat generation. Microsoft has estimated that they use less than 1% of the water that traditional data centres use as a result, each month thanks to the "free air" cooling solution they have put in place, because they are not using a chilled water cooling system.

"Our approach in Dublin is to make sure that everything we do is environmentally sustainable," said Jose Berg, general manager of Data Centre operations, Global Foundation Services, Microsoft. "And this extends beyond our internal teams and

MEDIA NEWSLETTER March 2010

- Spotlight on the Future: EU Sustainable Energy Week 2010 [Read more](#)
- Sustainable Energy Europe News [Read more](#)
- Spotlight on the Future: EU Sustainable Energy Week 2010

By Patrick Lambert, Director of the Executive Agency for Competitiveness and Innovation (EACI)

What is the outlook for energy in Europe? What does decarbonisation really mean? How can Europe put into practice the myriad of 'sustainable energy' ideas being generated in all corners of all Member States, from public authorities, private companies, NGOs, consumer groups and citizens? The 2010 edition of the European Union Sustainable Energy Week holds the answers.

Sustainable Energy Europe is the European Union's campaign to raise awareness of intelligent energy supply and end-use. Since 2007 the campaign has hosted a week-long event called 'European Union Sustainable Energy Week'. Composed of more than 300 events throughout Europe, bringing together representatives from the many sectors dedicated to improving sustainable energy, the Week also gives rise to many news announcements and story opportunities.

Sevenfold growth in number of participants

The concept of a meeting that would focus on the achievements of the Sustainable Energy Europe Campaign, bring together experts to discuss European energy policy issues, and host stakeholder debates began in 2005. At a Sustainable Energy Conference in Brussels, about 220 participants first came together in the Residence Palace.

The success of that initial conference made it clear that the European Commission should create and be host to something bigger - something that would involve as many stakeholders as possible. After all, the goal of exchanging information and displaying solutions that work can only be successful if all concerned can come together. And indeed, the scope has broadened even further and more quickly than the organisers initially envisaged.

The blossoming of the Week, which is organised in 2010 by the Executive Agency for Competitiveness and Innovation (EACI) on behalf of the European Commission's Directorate-General for Energy, is testament to a commitment to sustainable energy. Figures prove its success: the first official Sustainable Energy Week in Brussels in January 2007 hosted 40 major European players. Organisers held 30 events and attracted about 4,500 individuals. Not bad for an





Benefits for Official Partners

5. Media Visibility

TR: [TEST]SEE - Press Release - Message (HTML)

De : Colombe Warin [cwa@MOSTRA.COM] Date : lun, 22/03/2010 12:03
 À : David Crous
 Cc :
 Objet : TR: [TEST]SEE - Press Release

De : kma@mostra.com [mailto:email@mostra.cccampaigns.net]
 Envoyé : lundi 8 mars 2010 10:35
 À : Colombe Warin
 Objet : [TEST]SEE - Press Release

Click here or copy and paste into your browser if you can not read this media alert

Press Release

A GE (NYSE: GE) ma bejelentette, hogy csatlakozott az Európai Fenntartható Energia Kampányhoz, az Európai Bizottság 2005-ben indított környezetvédelmi kezdeményezéséhez. A program célja, hogy felhívja a döntéshozók figyelmét a téma jelentőségére, bemutassa a legjobb megoldásokat (best practice), illetve osztonozza a magántőkeből finanszírozott fenntartható energetikai beruházásokat. A Kampány így többek között a megújuló energiaforrások és az energiahatékonyság területén is hozzájárul az EU energiapolitikája megvalósításához.

A Bizottság a legjobb megoldásként előterjesztett projektek értékelése alapján választja ki partnereit. A GE a „Szemünk Fénye” országos iskolavilágítási programmal pályázott, amely keretében, mint a konzorcium egy tagja, országszerte fényforrásokat és lámpatesteket biztosított az iskolai világítási rendszerek korszerűsítésére. A projekt egyik fő támogatója a Magyar Oktatási Minisztérium, habár fontos kiemelnünk, hogy a program kulcs eleme az, hogy egyáltalán nem igényelt állami forrásokat: a résztvevők az energia-megtakarítás révén megspórolt összegből finanszírozták az eszközöket.

A budapesti kísérleti fázisban résztvevő iskolák akár 40 százalékkal csökkentették energiafogyasztásukat, egyszerre jobb minőségű világot biztosítanak diákjaiknak. Egyes, a kezdeményezés során használt fényforrások, például a lineáris fénycsővek és kompakt fénycsővek, a GE Lighting innovatív, energiatakarékos ecomagination termékcsaládjába tartoznak.

Phil Marshall, a GE Lighting regionális elnök-vezérigazgatója a bejelentésről szólva elmondta: *„A GE Lighting több mint száz éve élen jár a világítástechnikai újításokban. Célunk, hogy megoldjuk a városi világítás problémáit, s általában hatékonyabbá tegyük a világítást. Örömmel csatlakozunk ehhez a nagyszerű európai kezdeményezéshez, hiszen remekül illeszkedik 'ecomagination' programunkhoz, melynek célja, hogy bevők elvárásaink minden szempontból megfelelő energiatakarékos termékeket kínáljunk.*

Nagyjainkban az épületek felelősek a teljes széndioxid-kibocsátás mintegy 40 százalékáért, valamint energiafelhasználásunk jelentős részéért. Éppen ezért fontos szerepet játszanak abban, hogy megakadályozzuk a klímaváltozást és megvalósítsuk az EU 2020-as célkitűzéseit. A „Szemünk Fénye” program és a hasonló kezdeményezések remekül példázják a középület-felújítási programok előnyeit: az energia-felhasználás csökkentésével költségeket takaríthatunk meg, jelentősen javíthatjuk a világítás minőségét és csökkenthetjük az üvegházhatású gázok kibocsátását.

A „Szemünk Fénye” iskolai világítási program egyike annak az öt projektnek, amelyek a 2010-es Európai Fenntartható Energia Díj döntőjébe jutottak a „Demonstrációs és Népszerűsítési projektek” kategóriában. A díjazottakat 2010. márcusában, az Európai Fenntartható Energia Hét keretében megtartott díjátadó ünnepségen hirdetik ki.

Azaj, hogy a GE-t a Kampány partnerei közé választotta, az Európai Bizottság ismételt megerősítette az újító program elismerését. A projekt 2009. decemberében már elnyerte a Bizottság által meghirdetett Polgármesterek Szövetsége „Kiválóság Referenciaalapok” díját. A Kiválóság Referenciaalapok címet a világszínvonalú fenntartható energetikai technológiák kiemelkedő városi alkalmazását értékeli.

Démarrer | 3 Microsoft... | 2 Exploré... | 3 Microsoft... | 2 Microsoft... | Microsoft Ex... | 3 Internet... | 3 Adobe R... | 12:06



Benefits for Official Partners

6. Participation in the Sustainable Energy Awards Competition



SUSTAINABLE ENERGY EUROPE



Setmana Europea de la Energia

www.eusew.eu



Sustainable Energy Europe

www.sustenergy.org



Moltes Gràcies!

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