

NEWSLETTER

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Project PROMETHEUS
PRoviding users with Organised and Monitored Energy
services by Transparent and High standard EU SME's

www.prometheus-iee.eu

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Edited by the Heraklion Chamber of Commerce



The PROMETHEUS challenge

PROMETHEUS is a challenging project. The first challenge is to be able to enlarge the market of green energy services provided by Small and Medium Enterprises (SMEs): our project can not pretend to improve the actual situation by itself, it will anyhow contribute to a further step towards this improvement, by providing tools and examples of strategies to be used by SMEs and their associations and networks.

Another challenge is the elaboration of concrete tools (a toolbox of best practices, guidelines and training to set up clusters providing green energy services, a proposal of a European system of guarantee for the quality of green energy services provided by SMEs), to be developed in a few years and by a few Partners, but able to bring a considerable support to the market of sustainable energy.

The management of a complex project as PROMETHEUS is also challenging: with a Consortium of 11 Partners, involved in many activities to be carried out, it is not always simple to keep on the track and have things working smoothly. Nevertheless we can count on a very competent and professional partnership: the results of the Kick-Off meeting (Venice - Italy, 9th of July 2009) and the Steering Committee meeting (St. Veit – Austria 21st January 2010) were really promising, with a strong and proactive participation by Partners and fruitful contributions to the project development.

We hope then to keep the good job and be able to inform the public on our future steps, through the next PROMETHEUS Newsletter issues as well as the project website. At the same time we will be happy to receive contributions by readers who are interested in the project: everyone's help is important. And a well developed market of green energy services provided by SMEs is everyone's matter, as it contributes to a more sustainable and cleaner environment.

Maurizio Malè
PROMETHEUS Project Manager
CRACA Soc. Coop.



The history of the project “Prometheus”

State of the art – Needs

Prometheus project was planned to enhance and support Small and Medium Enterprises as long as renewable energy sources are concerned and the basic idea of Prometheus is to give the European small and medium enterprises the opportunity to enter the energy market based on renewable energy sources. Even though constant changes happen due to the climate change, the activities performed, are well motivated but encounter a diffuse distrust among suppliers and end consumers mainly because



of the transparency and quality of their work. Actions of the project aim at improving trust between suppliers and customers, a fact which is considered important for the support and diffusion of green energy services. It aims to help enterprises, especially SMEs, to strengthen their position to the energy market as it has been clear, that there is lack of trust between the suppliers and consumers and that's one of the main challenges of the project. Furthermore, there are important issues to be reassigned such as the organization of services, the management and the promotion of renewable energy. The final aim of the project is to reduce the confusion and lack of trust which are the two basic elements that prevent the final consumers from purchasing green energy services, which are those provided by an enterprise to a consumer that refer to Renewable Energy Sources, energy efficiency or rational use of energy, such as installation, production and supply of RES. Small and medium enterprises will benefit from the wider participation in the political process, the increased transparency of services and trust to the suppliers and the opportunity to join energy clusters. At the same time

a better system in providing green energy services can be organized and become a valuable tool for SMEs to improve their knowledge and capacity, be more competent and enlarge their target market.

The **objectives** of the project include among others,

- The improvement of the market conditions.
- The creation or implementation of guaranteed systems in order to grow consumers' trust.
- The support of the institution of well organized clusters and consortia among enterprises in order to provide valuable energy services.
- The diffusion and augmentation of awareness of the importance and convenience of green energy solutions among the general public, presenting advantages and transparency of green energy services provided by well working SMEs.

A basic tool for the diffusion of the project is the campaign “Trust your supplier”, which will distribute the information to the public and establish mutual understanding and confidence between the suppliers and the consumers.

Basic goals

The encouragement of private initiatives is highly



important in order to enhance investments in the sustainable energy sector. The mobilization of local entrepreneurs is also a significant issue as they will manage to overcome any administrative or financial obstacles towards this direction. Through the actions of the project, the public will have the chance to learn more about the renewable energy sources, the energy efficiency, the supply and the positive results of their use. During the public events, which are already taking place people are going to meet installers or they can find useful information on the website. Additionally, all the needed information will be at everyone's service, in order to incorporate a “green philosophy” in their lives.



„Trust you supplier“ campaign started in Austria

by partner AEE

Under the slogan Vertrau deinem Energiesparpartner the Austrian PROMETHEUS partner started the “trust your supplier” campaign on Tuesday 23rd February in Reisseck, Carinthia with the first of 15 energy saving talks aimed at the general public. This road show is organised by the NGO “Klimabündnis” and is carried out in collaboration with the provincial government and the local municipalities.

Three experts describe how to increase energy efficiency and how to switch to renewables as well as talking about efficient building practices, refurbishment and available subsidies. Local green energy service suppliers join the discussion to meet the potential customers and increase consumer trust.

For available dates have a look at the news on the Prometheus website or at:

<http://www.energie.ktn.gv.at/kolloquien/Sprechtage>

Presentation of “Holz die Sonne ins Haus (HSH)” – partner network

AEE, organiser of the second international meeting in Austria, invited Rudi Rattenberger, head of the successful partner-network HSH to give away their recipe of success.

The impressive presentation described the shining example of cooperation among plumbers and solar panel installers in Austria and gave the workshop participants the chance to learn more about the

framework and the benefits of such an SME network.

<http://www.holzdiesonne.net/>

Tour of GreenOneTec

The meeting in St.Veit/Austria was used to give participants a tour of “GreenOne Tec”, a world leading solar thermal panel manufacturer. The PROMETHEUS partners had the opportunity to find out how an entire green technology park had evolved from a few SMEs, all working together to promote the use of renewable energy sources, especially the sun.

<http://www.greenonetec.com/>



Partners' news

Workshop Rural RES opportunities March 23, Brezovo, Plovdiv Region By EAP

A workshop "Rural RES opportunities" will be held in Brezovo (Plovdiv Region) on 23 March 2010. The main objective of the workshop is raising awareness of renewable energy in rural communities. Agro – energy chain models developed by EAP on the basis of a previous analysis phase of the territories, aim at defining the energy balance of the area and at identifying the availability of agro-forestry resources for green energy production. The active participation of the rural communities' members in the workshop is foreseen to result in the implementation of an agro-energy chain model for the production of renewable energy from biomass. Municipal representatives, local farmers and businesses, local and European investors, installers will attend the workshop. The cluster model will be presented as an agro-forestry-energy chain. The workshop is planned to be part of the campaign "Trust your supplier".

News from the Energy Agency for Southeast Sweden By ESS

During the past months the Energy Agency for Southeast Sweden has actively participated in the Prometheus project by providing input to all work packages and giving constructive feedback to the work of other project members. Material for the "trust your supplier campaign" of work package 5 has recently been translated and best practice examples have been chosen for the toolbox of work package 2. Work with finding possible new networks and clusters of GES providers has also begun. Local "trust your supplier campaigns" are currently being planned in cooperation with municipalities and SME-clusters in order to launch the campaign during spring and summer.

"Trust your supplier" Campaign activities By AESS

AESS is promoting a campaign for the diffusion of Photovoltaic Purchasing Groups among families wishing to install domestic-sized PV systems. The purchasing group formula offers a quality guarantee service with clear benchmarks and an assured saving in the initial investment. AESS is running two campaigns at the moment: "Un tetto fotovoltaico su ogni casa" and "Operazione fotovoltaico" which consist of a cycle of public evening meetings, a website and communication material.



News, events from HUNGARY: 03-05/03/2010 By Mid-Pannon

14th Biomass and 2nd Eco-Energy Conference
Hungary- Sopron
<http://www.nyne.hu>
04-05/03/2010

15th National Conference on Energy Saving and Renewable Energy Sources with an Energy Saving Exhibition in Austria
Hungary-Sopron and Austria-Wels
<http://www.mtesz-veszprem.hu>
04/03/2010

6th National Geothermal Conference
Hungary-Budapest
<http://www.termalenergia.hu>
10/3/2010

Energy-Otherwise 2nd Conference on the Renewable Energy Sources
Hungary-Budapest
<http://www.termalenergia.hu>



Partners' news

Spain: A ripe market for green energy services

By IPIC

Spain set itself the ambitious target of generating 30% of its electricity needs from renewable energy sources (RES) by 2010, with half of this coming from wind power. By 2006, 20% of the total electricity demand was already being produced with RES, and in January 2009 the total electricity demand produced with RES reached the 34.8%.

In terms of wind power, Spain is the world's third biggest producer of wind power, after the US and Germany, with an installed capacity of 16,740 megawatts (MW) at the end of 2008, representing over 11% of Spain's electricity.

If we look at solar energy, in 2005 Spain became the first country in the world to require the installation of photovoltaic

in new buildings, world (after Israel) installation of solar Spain was also the have a commercial tower, PS10, So what makes when it comes to the creation of a policy framework energy. Spain for tariffs in order to in renewable



electricity generation and the second in the to require the hot water systems. first country ever to solar energy power located near Seville.

Spain so successful RES? One key reason is series of laws and to promote renewable example uses feed-in encourage investment energy generation

capacity. Moreover, the National Energy Commission has been set up to regulate the implementation and management of the guarantee of origin of electricity from renewable energy sources and high efficiency cogeneration.

Within the context of the PROMETHEUS project, Iberian Productivity and Innovation Centre from Barcelona will be leading efforts with green energy SMEs from Spain. It is envisaged that there is great scope to improve the competitiveness of SMEs operating within the sector by assisting them with quality assurance, consumer confidence and trust, as well as by promoting the use of clusters as a powerful tool to unite SMEs from the green energy services sector so that together they can better tap into the enormous potential in the Spanish market.

The activities by CRACA

CRACA, being the PROMETHEUS Coordinator, is very engaged in the overall management of the project, made of deadlines to be respected, objectives to be pursued, results to be achieved, deliverables to be produced. But the daily management activity should not put the project importance (at European level as well as at local level) in the shade. It is then very challenging and interesting to have this double vision, with a look to EU situation on one side and to local problems on the other side.

CRACA considers this approach very fruitful and is working to involve both EU subjects (like

UEAPME (EU association of SMEs) and local subjects (like public administrations, consumers associations and single enterprises or their trade associations) in project activities.

This project is then a good opportunity to approach all subjects involved in the market of green energy services provided by SMEs, in order to find and develop concrete strategies to help SMEs entering and growing in this market. And CRACA is well motivated to make the most of this project.



Partners' news

Information on Prometheus Project's activities By CNIPMMR

Since June 2009, the National Council for Small and Medium Sized Private Enterprises in Romania has actively participated in the Prometheus project.

CNIPMMR has started to inform its members on the activities carried out within the Prometheus projects through the weekly newsletter sent by our organization. The main objective of this action is raising awareness on renewable energy sources and systems available in Romania, as well as on the importance of being environmental friendly as a company. The active involvement of our SMEs members is foreseen to result in a better implementation of the "Trust your supplier campaign" at national level. Materials for the "Trust your supplier campaign" have recently been translated into the national language and will soon be disseminated.

CNIPMMR has also selected 5 best practice examples for the toolbox of work package 2, and begun to work with finding possible new networks and clusters of GES providers.



News from Slovenia By KSENA



Energy Agency of Savinjska, Šaleška and Koroška Region (Kssena) currently actively run five European projects, with the aim to encourage use of Renewable Energy Sources (RES) and Rational use of Energy (RUE). In the framework of PROMETHEUS project we are planning to carry out 4 events in the our area through the campaign *THRUST YOUR SUPPLIER*. The campaign will encourage better and reliable communication between the energy services supplier and the consumers of services and products.

In doing so, we shall carefully examine the current situation and on this baseline we will activated the promotional activities. Updated reports will be published on KSENA's web site and in our newspaper Sinenergija.

News from RAEE

RAEE and the cluster Eco-Energies (www.ecoenergies-cluster.fr) are jointly working on the implementation plan of the Prometheus project in the Rhône-Alpes region. Those actions include the participation to trade shows, promotion of best practices to support SMEs,. Created in 2004, the cluster represents more than 200 SMEs and members involved in renewable energies and eco-construction in Rhône-Alpes



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