



NEWSLETTER

2nd Issue

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PROMETHEUS

**Providing users with Organized and
Monitored Energy services by
Transparent and High standard EU
SME's**

www.prometheus-iee.eu

Supported by:



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Editorial

Almost one year after the launch of the PROMETHEUS project, plenty of progress has been done. Partners are proud to present the first results of the project activities that have been implemented in each one of the participating regions.

The second Newsletter also aims to inform and give an update about the different events conferences, presentations, workshops, publications) of the campaign "Trust your Supplier", which constitutes one of the major deliverables of Prometheus.

Finally, in the second newsletter we decided to publish special articles on green energy clusters and best practices that might interest the reader.

Project partners**PROMETHEUS project - a glance at present situation and future steps**

We are entering the core phase of the project, the most important period when first results start to be achieved and further possibilities arise to develop this project idea in the best way. We must admit that we see great opportunities for our project to provide significant tools for an improvement of European GES market and consequently an increase of green energy uses, towards the final objective of a more sustainable power production and consume, not to forget the importance of a better and cleaner environment.

Maurizio Malè, PROMETHEUS Project Manager

Strategies for the green energy service market

PROMETHEUS Project keeps running and we are almost half way. The work performed till present allowed us to reach the first results of this ambitious project. The first phase is almost concluded: Partners collected existing best practices around Europe concerning actions to help the transparency of green energy services market.

The first action was to look for existing practices to enlarge the market of green energy services (GES, a definition that includes all services concerning renewable energy and energy efficiency and saving, like RES installation, energy certification of buildings, energy saving consulting, etc.). The best practices are available online in the project website (www.prometheus-iee.eu/toolbox.aspx). The Toolbox is open to contributions by users, new best practices can be added and described, with the aim to create a useful tool that can become really a "box" where each user can find Europe best examples of strategies and actions to enlarge the market of sustainable energy, with concrete examples, description of problems and solutions, contacts to proposers of successful experiences.

**Quality assurance models for Green energy services**

Partners were also involved in another survey, this time focused on the quality of the green energy services provided by SMEs to their customers. We have been looking for systems and strategies adopted in order to increase the quality of service on the one hand and the perception of quality by the consumers on the other hand. Associations of enterprises, clusters, third parties as Chambers of Commerce or environmental associations can check and guarantee the service provided by qualified and well working enterprises, giving a strong signal to customers that they can trust enterprises and be sure they will receive an efficient, transparent and controlled service.

Up to present only 14 actions on this matter have been found throughout Europe. Starting from the state-of-the-art resumed in those found best practices, the next step will be to carry out local pilot projects in order to test possible schemes and strategies to help customers trust GES suppliers, taking successful elements from existing actions.

Experiences in cluster building

Another important task of the project to be further developed during next months is the support to new or existing clusters of small enterprises to provide GES (green energy clusters). In 2011 all Partners will be active in supporting emerging or existing "green energy clusters", with information, guidelines, support to find partners.

Trust your supplier

Last, but not least, the public information campaign "Trust your supplier" will increase its activities: local events will be organized by all Partners in order to make people aware of the possibility to trust enterprises and get a good energy service, with a good assistance and value for money.



The National Council of Small and Medium Sized Private Enterprises in Romania

is actively involved in informing Romanian entrepreneurs about the green energy

The National Council of Small and Medium Sized Private Enterprises in Romania (CNIPMMR) has started informing its members on the activities carried out within **Prometheus** since the beginning of the project in 2009. "The National Top for Private Enterprises", an annual national event organized last year on the 6th of November by CNIPMMR, was the first opportunity to raise awareness among Romanian entrepreneurs on renewable energy sources and green energy systems available in Romania, as well as on the importance of being environmental friendly as a company. It was a very good start to share information about the Prometheus project and its objectives, activities and expected results, as well as on the "Trust your supplier!" campaign. CNIPMMR started informing SMEs on the official events organized within this campaign since March 2010, through the weekly newsletter sent to more than 10.000 people (<http://www.immromania.ro/ptir/noutate.php?id=47>)

CNIPMMR organized the first official information event within the "Trust your supplier!" campaign on 16th of July 2010. In order to give more visibility to the action and share resources (the information about these event reached much more people), the event was organized concurrent with the public release for "The White Charter of Romanian SMEs", an annual national public event supported by CNIPMMR. The event had **more than 150 participants** and the campaign was promoted through an information stand with brochures presenting the Prometheus project and the campaign, as well as information materials received from some of the GES providers willing to be involved in this campaign. CNIPMMR's representatives offered additional information on the project and the purpose of the campaign and shared contact details with those interested in receiving further details and recurrent information on the next activities carried out within the campaign.

The next planned event will take place in **November 2010**, concurrent with "The National Top for Private Enterprises 2010" and will include stands of installers, consultants, trade associations, environmental associations, consumers' associations, banks, public administrations and any other actor to be identified that can provide information on Green Energy Services, incentives, credit, etc.

CNIPMMR

Campaign »Trust your supplier« in Slovenia

Within the framework of the European Mobility Week (EMW), from 16.9.2010 to 22.9.2010, the first event of the "Trust your supplier" Campaign was performed in Slovenia. The event was realized by Energy agency KSSENA in a cooperation with the Municipalities of Velenje, Celje and Slovenj Gradec. "Trust your supplier" Campaign in Slovenia is performed by KSSENA under the very successful IEE project Prometheus.

Several promotional activities were held at city's centers and other micro-districts. This year's EMW slogan was: *Travel smarter, live better*. The presentation of Prometheus project was in line with EMW types of measures.

EMW is an opportunity for all the [participating municipalities](#) to show how much environmental issues concern them. KSSENA presents bicycles suppliers, electric bikes and electric bikeboards. We attracted the attention of enormous number of visitors, to whom we also presented our activities and the "Trust your supplier" Campaign. Every visitors got also symbolic gifts (gadgets, notes, pencils) as promotional material of the campaign.

We took EMW as opportunity to realize that many people are very much interested in raising the quality of energy services and improved transparency in the supply of RES and RUE. [European Mobility Week](#) was very important event that plays important role in creating near urban mobility culture and it is also important link towards Green Energy Service.



... in Hungary

Mid-Pannon-Hungary applied for participation in the Clean Energy and Passive House Expo (CEP) held **on 27-28 October 2010, in Budapest**, in the **International Exhibition and Conference for Energy Efficient and Intelligent Buildings**

Mid Pannon will introduce to the wide range of invited Hungarian and foreign partners its activities in the field of using renewable energy sources, Prometheus project and project campaign „Trust your supplier". The project gadgets and campaign brochures will be spread out.

In the two-day exhibition and conferences will be presentations on the energy saving, using green energy and renewable energy sources, furthermore national legislative background and regulations in this field.

Please visit www.cep-expo.hu for further information

Mid-Pannon will deliver a presentation with title of "Prometheus project and campaign for the using renewable energy in Hungary".



... in Italy

Partner CRACA planned its first public event inside the "Trust your supplier" campaign for the 26th of November 2010 in Padova (IT). A public Workshop titled "Is the energy in the right hands?" is organized in collaboration with the craftsmen' Association of Confartigianato Padova (UPA), with the objective of analyzing and improving the quality of green energy services (in the fields of small scale renewable energy and energy saving and efficiency) provided by Small and Medium Enterprises (SMEs). Important speakers will bring their experience: Mr. Maurizio Melis (anchorman of "Mr Kilowatt", a popular Italian radio program about energy, in particular renewable energy solutions) and Peraldo Isolani (responsible for energy in ADICONSUM, national consumer association). Examples of local initiatives to guarantee the quality of green energy services will be presented by an environmental association (Legambiente) and a craftsmen association (Confartigianato). Public participation will be encouraged in order to open a wide discussion about the quality of green energy services provided by small enterprises and to find concrete ways to help consumers trust local SMEs.



“Trust your Supplier” Events

In accordance with the Action Plan of the project these are some of the campaign events:

- Energy Saving Talks, 7 October 2010, Patergassen, Austria
- Energy Saving Talks, 20 October 2010, Klagenfurt, Austria
- Exhibition on “Environment & Energy Saving”, 16 October 2010, St. Georgen/Langsee, Austria
- Exhibition on “Energy Efficiency and Renewables”, 20-22 January 2011, Villach, Austria
- Construction Fair in Klagenfurt, 4-6 February 2011, Austria
- Solar Event, 17-18 November 2010, France
- 12th Conference for the Energy, the Climate and the Air for local authorities, 2-4 February 2011, Grenoble, France
- Renewable Energy Fair, 15-18 February 2010, Lyon, France



First Trust you Supplier

Gadget produced by EBEH

Partner EBEH, the coordinator of the campaign “Trust your Supplier” proceeded in the production of a pen with the logos and message of the campaign.

The gadget will be used as promotional material in EBEH’s “trust your supplier” events, according to the planned actions.

MARKET STRATEGIES

Enhancement of sustainable development

Global environmental and energy commitments are guiding us to strength the exploitation of Renewable Energy Sources (RES) and improve Rational use of Energy (RUE). We have progressive technologies and levers to increase the utilizing of green energy available, and sustainable approach at increasing of green energy services. As in most EU countries Slovenia has also reached high technological advances in the use of RES and RUE development.

In frame of Prometheus project activities funded by the Intelligent Energy Europe (IEE), each project partner explored the area of best practice cases. 51 cases were collected so far in total by eleven European countries. The following example in Slovenia are presented in the field of RES and RUE: Promotion of Biogas use in the framework of IEE project Biogas regions; Regulation of support system for production of electrical energy from RES; National support scheme for production of electricity from CHP units; Energy management in public sector and Street lighting development strategy. Examples from RES field are presenting tools to facilitate the expansion of RES, such as financial stimulation, legal provisions and obligations,... As best practice cases for RUE is presented expansion of modern technologies such as cogeneration devices for heat and power energy. In the field of efficient energy management in the public sector is exposed: monitoring of energy use in public buildings (energy bookkeeping) as main tool of energy management; modernization of monitoring system and management of public lighting.

Best practice cases of Prometheus participating partners are presented at the site <http://www.prometheus-ieee.eu/toolbox.aspx>. The presentation is available as online tool allow easy overview of all examples of best practices and a review of models based on selected criteria (geographical area, working area, support,...) A set of best practices can serve as a starting point for obtaining information on new initiatives of support or to enhance the use of RUE and RES, to supplement the existing organizational or financial systems in the field of RES and RUE,... The examples of best practices in some countries are only sample cases. If you wish to post your example of best practice, please contact the nearest project partner, who will take care of a acquisition and publication of all the necessary data.

KSSENA





Successful strategies for SMEs to become fit for the market of green energy services

Work Package 2 aims to help Small and Medium Enterprises to strengthen their position in the market of green energy services. Best practice examples of actions have been collected in different European regions. Now they are available in an online toolbox so that trade unions, local governments, similar stakeholders or SMEs themselves will be able to find ideas and copy successful strategies to their respective enterprises or regions. The toolbox allows a fast extraction of relevant data for the user and a comparison between actions and programmes to easily find well applicable actions. Two examples prepared by WP2 leader AEE..

“The Heating check”



The “Heating check” is a service for private households or SME’s who want to install a new heating system, change their current heating fuel, install an energy efficient heating pump, heat with solar energy or want to learn more about the efficiency of their houses. It is offered and organised by the governmental energy advice centre and the trade association of installers. The heating check is free for the customers and additionally measures and technical components to implement proposed

improvements are subsidised by the government and/or the guild.

This example demonstrates that it is possible to find individual solutions for very specific problems through the cooperation of local SME’s, experts and the government. The organisational component rests partly with the government and partly with the installer’s trade association while the financial incentives ensured the widespread acceptance of the suggestions.

“Solar initiative for 1000 roofs”

The “Solar initiative for 1000 roofs” aims at supporting the green energy service market and the sustainable way of living by the installation of PV panels on 1000 roofs of private consumers in the Main-Tauber-Kreis region.

The action was mainly targeted to benefit private customers by giving them revenue through PV panels using the solar energy from their own roofs and gaining energy independence.

the local economy by partnering with a local enterprise to supply the necessary high quality PV systems, local SMEs to plan and install the PV panels and the local bank by gaining customers through the good loan conditions offered.

the environment by reducing CO2 emissions by the use of RES instead of fossil fuels.

The secret of this successful strategy is the interplay of different components. The design of the programme integrated all relevant factors:

- The regional economy provides the knowledge,
- the government set up an energy agency to deal with its environmental responsibility,
- the legal framework, especially the feed in tariffs creates a solid foundation on which the programme could be built,
- the 1000 roofs program is organised by a network of actors, ensuring a complete and holistic approach to tackle the problem,
- the goals and objectives are published through a wide-spread and detailed marketing campaign!

AEE

To find further successful strategies in the field of green energy services please visit the toolbox:

www.prometheus-iee.eu/toolbox.aspx





BEST PRACTICES OF MARKET STRATEGIES

Uploaded in the project toolbox

Biomass still under development in southeast Sweden

ESS and the partnership in the networks around development of the regional biomass sector will during the next three months be very active both in market support and technology development. In our region for southeast Sweden two types of networks is acting.

Bioenergy group in Växjö with main focus on R&D.

Bioenergycluster Småland with more focus on market sector which now under development to a broader energy market support network called Klimatcentrum (Climate centre)

On the national level we also cooperate with the Swedish Bioenergy Association. In all three partnerships there will be workshops and seminars in November in our region. They will cover the topics of

Biomass and combustion linked to practical installations, R&D and study visits. This will be done cooperation with Linneaus University (regional, LNU), EON Värme Sweden and the Bioenergy group in Växjö. All actors in the biomass sector and students from the university are invites to participate in this event that will take place in Älmhult on the 11th of November 2010.



Biomass and the biofuels supply chain from the forest to boiler and back with ashes to forest. This is realised in cooperation with LNU, Bioenergy group in Växjö, forest industry, the Swedish Forest Agency and ESS. Here will be more about how to provide biomass fuel in enough quantity and quality in the future. Will be held in Växjö on November 18th 2010.

Biomass for small district heating and industrial sector in cooperation with Svebio (The Swedish association for biomass) and the city of Karlshamn. This is part of a bigger seminar, where our role is to develop and moderate on session for the topic mentioned. This event will take place in Karlshamn on November 24th 2010.

The above mentioned activities are based on triple Helix networking and constitute a good example of cooperation in networking and development of the biomass sector, even if it from the beginning has over 40 % of all energy in the region is coming from biomass.

ESS

New Communication media to reach a Wider Audience

With almost 6 million inhabitants, 2800 municipalities and a wide spread area as large as the Swiss territory, the Rhône-Alpes region is using a modern communication tool to emphasize its policies towards sustainable development and reach a wider number of people.



In 2008, the Regional Council with the support from the regional energy agency decided to develop a new regional information tool to promote local initiatives about renewable energies, energy efficiency and sustainable development projects taking place in the territory. This was the start of GENERA.TV, an internet web based TV program dedicated to earth-friendly projects in Rhône-Alpes.

GENERA.TV is nowadays proposing a wide variety of reportages and interviews dealing with sustainable projects such as energy efficient buildings, eco-construction, alternative transportation, renewable energies, organic food but also remarkable sustainable development initiatives. Interviews do not only cover individual initiatives but also actions put in place by municipalities or communities.

It took less than a year to launch the new media which was supported by a dedicated marketing campaign based on cross referencing in other media, information in social networks, press articles, interviews from politicians as well as trade shows. Since its launch the media is fully financed by the Rhône-Alpes regional council and coordinated by RAEE the regional energy and environment agency.



counts today more than 150 reportages with new magazines added every month. More than 5000 people connect to the media on a monthly basis and the number is increasing everyday.

RAEE

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GREEN ENERGY CLUSTERS

Clustering to increase the competitiveness of Green Energy SMEs



Being competitive in the rapidly changing and unstable green energy services sector is a big challenge for green energy SMEs. Becoming actively involved in a cluster can significantly increase the competitiveness of SMEs in terms of innovation, service provision and participation in research projects. By facilitating synergy among its members, a cluster can also help companies increase their individual capacities. Indeed, the cluster concept is growing in popularity as it becomes more and more apparent that these aggregations are drivers of competitiveness and innovation.

Cluster initiatives develop for many reasons, such as the need to address sectoral problems that individual companies cannot solve alone or to identify areas of common interest and work towards common goals. Depending on the objective, the structure, management, tasks and type of member vary significantly from one cluster to another. In addition the country and culture in which the cluster operates also highly influences its form. For these reasons there is no unique model of a cluster, or even a standard cluster.

There are many clusters operating in the United States and Europe that promote both competition and cooperation. Any one of these could serve as a good example of the network created by cluster activity. In terms of green energy clusters in Europe, regional energy efficiency clusters have emerged over the past few years as tools for increasing competitiveness through collaboration.

In order to get an overview of the state of the art of these green energy clusters in Europe and to understand the needs of different countries, partners in the PROMETHEUS project, under the guidance of the Iberian Productivity and Innovation Centre (IPIC), have analysed energy clusters in their countries. Initial results have identified the countries that are most

active in cluster policy and those that have failed to implement clusters or simply have not promoted cluster policies in the energy field.

The analysis has shown that, in most cases, green energy clusters have been supported by strong regional or national policies. Each country has developed different strategies for fostering the establishment of clusters, but all these strategies have seen some level of participation from public bodies in promoting the cluster. However, results of the analysis to date have also shown that the involvement of public bodies does not guarantee the success of a cluster initiative. Stronger cluster management and strategic business planning are vital for the long term viability of a cluster. Such activities also necessitate financial sustainability, as well as an ability to self-finance.

Understanding which initiatives have been successful, and which policies have not, is essential for establishing basic guidelines for cluster initiatives that actively involve SMEs in the green energy services field, and in this way strengthen the market position of cluster members.



In fact, the European Commission (EC) has already established several programmes that promote the analysis of existing clusters and the sharing of cluster experiences. These include: the European Cluster Observatory, which promotes European cluster networks in different fields; the European Cluster Alliance, an open platform aimed at maintaining cluster policy dialogue at EU level among national and regional public authorities; and the European Cluster Policy Group, charged with advising the EC and Member States on how to better support the development world class clusters. These efforts of the EC to foster and promote knowledge about cluster initiatives, networks and activities in Europe highlights the relevance of clusters as a tool and policy for increasing the competitiveness of cluster members.



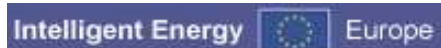
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