

Sustainable Energy Europe

2005-2008

A European campaign to raise awareness
and change the landscape of energy



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Campaigning for more intelligent use and production of energy in Europe



Intelligent energy production and consumption will change the European energy landscape forever. This is the message of the Campaign **Sustainable**

In future energy supply and demand in Europe will have to make significant greater use of renewable energy sources and focus more on energy-efficient methods. This is and will be the energy sector's contribution in the fight to halt the depletion of natural resources and prevent climate change, to improve environment and public health as well as ensure economic and social growth.

Today, we can be proud of the fact that Europe is already a leading developer of technologies in efficient heating and cooling, combined heat and power and industrial processes, as well as in renewable energy fields, such as wind and photovoltaic energy. Solar thermal technologies, biofuels, energy efficient building applications and renewable powered or high-efficiency district heating applications are all gaining new markets. Experiences in European regions and cities, however, have proven that encouraging wider uptake of such systems is not simply a question of major research and demonstration efforts, but of raising awareness. In other words, our task is now to persuade both consumers and key decision-makers of the benefits of intelligent sustainable energy production and use.

The Commission has set out targets for the year 2010 for both renewables and energy intensity that, whilst indicative, have been endorsed by national governments. To achieve our goals, all of us need to get involved, as individuals, communities, industry representatives or members of public authorities. Together we can make a difference and no contribution is too small in the drive to shape a better energy future for all European citizens.

Set in this context **Sustainable Energy Europe 2005-2008** gives a strong signal of support to all partners in sustainable energy that will add value by disseminating their results and will raise awareness of key decision-makers across Europe of the benefits of increased investments in this sector.

On behalf of the European Commission and in my role as Commissioner responsible for energy, I am deeply committed to the success of this Campaign and I ask you to join us in our efforts.

Andris Piebalgs
European Commissioner for Energy

Energy Europe 2005-2008. It will also promote better living standards, stimulate economic growth, create jobs and enhance the competitive position of European industry on world markets.

Energy consumption in the European Union continues to rise, and we are becoming increasingly dependent on imported fossil fuels, which affect negatively the security of energy supply in Europe. This increase in the use of fossil fuels also has a negative environmental impact. We need to reduce our carbon dioxide emissions and slow down the process of global warming.

It is for me a great pleasure that the launch of this public awareness campaign, can support the entry into force of the Kyoto Protocol on 16 February 2005.

Why do we need a public awareness campaign for sustainable energy in Europe?

Today, half of Europe's energy consumption derives from imported fossil fuels. And on current trends, over two-thirds of our energy consumption will come from outside the EU by 2030. Fossil fuels, used in both the energy and transport sectors, are also the main cause of CO₂ being released into the atmosphere, which is the most important greenhouse gas responsible for climate change. The impact of increased renewable production and consumption is considerably less than increased supply and consumption of conventionally produced energy.

The European Union signed up in 1997 to the Kyoto Protocol and committed itself to reducing greenhouse-gas emissions in 2012 by 8%, relative to the levels emitted in 1990 (although present trends point to an increase). Since then, the European Union has advocated its ratification at the main international meetings. On 16 February 2005, the Kyoto Protocol entered into force.

EU legislation

In support of this commitment, and to stimulate public debate, the EU has drawn up the Green Paper "*Towards a European Strategy for the Security of Energy Supply*" (November 2000).

Its objectives were to ensure security of supply, lessen the environmental impact of energy use and production, reduce energy demand through the introduction and take-up of energy-saving techniques and tools and, on the supply side, double the share of renewable energy sources in our consumption to 12% by 2010.

Since 2000, the EU has adopted a number of legislative measures to foster the market penetration of both renewable and energy efficient technologies. ⁽¹⁾ Today, there is a common understanding between EU Member States that recent increases in sustainable energy production and sustainable consumption patterns are having a beneficial impact upon the environment. However, there is still great scope for further energy efficiency. In order to explore ways to realise this potential, on 22 June 2005, the Commission adopted a Green Paper on Energy Efficiency entitled "*Doing more with less*". This has the objective of harnessing cost-effective energy savings for Europe equivalent to 20% of the EU's current energy use, which will result in the reduction of energy imports, innovation and job creation.

EU programmes

It is also recognised that a widespread action is essential to encourage the uptake of energy efficiency measures and the use of renewable energy. Over the past ten years, a number of substantial EU programmes have therefore been established, aimed at supporting main sustainable energy actors, both in the field of renewable energy sources and energy efficiency, to develop concrete projects, to disseminate their achievements and results, and to demonstrate the benefits of new technologies and tools. ⁽²⁾ The most recent initiative is the *Intelligent Energy – Europe (2003-2006)*. ⁽³⁾ The programme aims to develop and promote methods that foster sustainable energy use and production by supporting non-technological activities and projects concerning renewables, energy efficiency, clean transport and alternative fuels, as well as promoting co-operation with developing countries in these fields.

⁽¹⁾ http://europa.eu.int/pol/ener/index_en.htm

⁽²⁾ http://europa.eu.int/comm/dgs/energy_transport/index_en.html

⁽³⁾ http://europa.eu.int/comm/energy/intelligent/index_en.html



What are the objectives of the Campaign?

It is in the context of the EU commitment to change the landscape of energy that the **Sustainable Energy Europe 2005-2008** Campaign has been launched. Set for a period of 4 years, the Campaign will contribute to the achievement of EU energy policy goals and targets in the fields of renewable energy sources, energy efficiency, clean transport and alternative fuels.

The specific objectives of the **Sustainable Energy Europe 2005-2008** Campaign are to:

- Raise the awareness of decision-makers at local, regional, national and European level
- Spread best-practice
- Ensure a strong level of public awareness, understanding and support
- Stimulate the necessary trends towards an increase in private investment in sustainable energy technologies

Within the Campaign, **achievable benchmarks for 2008** are also provided (see Table p.6), in order to measure the progress of sustainable energy actions and serve as goals for decision-makers and planners.

The Renewable Energy for Europe Campaign for Take-Off (2000-2003)

Given the ambitious EU targets and goals set for 2010, a *Campaign for Take-Off* was launched in 2000 to accelerate and substantially improve market penetration and investment in renewable energy technologies. The initiative sought to stimulate an increase in public spending and highlight private investment opportunities for several near-market technologies – solar, wind and biomass.

During the period 2000-2003, 125 renewable energy programmes and projects involving more than 700 partner organisations in the European Union – including municipalities, agencies, technological institutes, universities and enterprises – joined the Campaign as Renewable Energy Partners and expressed their willingness to contribute to these objectives.⁽¹⁾

⁽¹⁾ For more information, see http://europa.eu.int/comm/energy/res/campaign_for_take_off/index_en.htm

Achievable benchmarks for 2008 arising from EU policy and legislation

Renewable Energy Sources ⁽¹⁾

Wind	15 000 MW new capacities of wind turbines
Solar thermal	35 million m ² of solar thermal installations
Photovoltaic	1 500 MWp of photovoltaic installations
Geothermal	15 new power plants and 10 new low-mid temperature plants and 250 000 new installed geothermal heat pumps
Small hydro	2 000 MW new capacities of small hydro installations
Biogas	6 000 new biogas plants
Biomass	450 new combined heat and power plants and 13 000 new district / centralized heating units installations

Fuels for transport ⁽²⁾

Bioethanol	Fivefold increase in the production of bioethanol
Biodiesel	Threefold increase in the production of biodiesel

Energy performance in buildings ⁽³⁾

General	5 million inspections and assessments of heating systems 2 million inspections and assessments of cooling systems 10 000 new Energy services contracts between public authorities and private companies
Existing residences (small buildings)	2 million Energy performance certifications
Existing residences (single and multi-family housing)	10 million residences to reduce energy consumption by 30-40% compared to actual consumption 1 million additional residences with 50% of delivered energy provided by renewables
Existing buildings (> 1000 m ²)	100 000 Energy performance certifications 50 000 additional buildings with 50% of delivered energy provided by renewables
New residences (single family housing)	50 000 'very low' energy houses built
All residences in EU	1 low-energy appliance and 1 low-energy light source (CFL) – monitoring at the level of sales

⁽¹⁾ Indicative targets for renewable electricity have been set by the European Union at 22.1% of total electricity production by 2010. http://europa.eu.int/comm/energy/res/legislation/electricity_en.htm

⁽²⁾ Indicative targets for biofuels have been set by the European Union at 5.75% of total fuel for transport use by 2010. http://europa.eu.int/comm/energy/res/legislation/biofuels_en.htm

⁽³⁾ The EU Directive on the Energy Performance of Buildings (2002/91/EC) points to an energy saving potential of 22% in the building sector by 2010. http://europa.eu.int/comm/energy/demand/legislation/buildings_en.htm



Sustainable Energy Europe 2005-2008: Main campaigning areas

The aim of the **Sustainable Energy Europe 2005-2008** Campaign is specifically to support and promote actions in the following nine main campaigning areas:

- **Communities – Regions**
- **Communities – Cities**
- **Communities – Islands and Rural Areas**
- **Communities aiming at 100% RES Supply**
- **Transport**
- **Buildings**
- **Lighting Systems and Appliances**
- **Co-operation with Developing Countries**
- **Promotion and Communication**

■ **SUSTAINABLE ENERGY COMMUNITIES**

Communities working together

Throughout Europe, a number of pioneer regions, cities, and municipalities have already successfully achieved a genuine change in their energy supply on the basis of coherent and ambitious energy plans, incorporating a mix of legal, regulatory, financial, communication, and training measures that promote sustainable energy sources and demand-side management.

Municipal activity has two characteristics: local authorities can use regulatory and financial means, such as public procurement and spatial

planning; at the same time they are close enough to reach local key actors and consumers to involve them in a common vision of “their” sustainable community. Support and co-operation from suppliers, regulators and expertise from outside of the community are also crucial to successful implementation.

Communities aiming at 100% RES Supply

Some communities have already demonstrated strong commitment, achieving a target of 100% energy supply from renewable energy sources. Others, with less favourable preconditions, will seek to achieve a significant share of renewable energy supply and/or decrease their energy demand substantially.

The *Sustainable Energy Europe* Campaign aims to showcase and promote municipal pioneer programmes and projects in any field of sustainable energy production or use, to contribute to their recognition and to stimulate their replication across Europe.



■ SUSTAINABLE ENERGY IN TRANSPORT

Biofuels for transport

In the EU, the transport sector currently relies for more than 90% of its energy on mineral oil, and a growing proportion of this will have to be imported in the future.

Liquid biofuels, either bioethanol or biodiesel, are produced from organic material, and can power existing vehicles. Biofuels are carbon neutral since carbon dioxide, which is emitted, is absorbed while the crops were growing.

The Commission has set targets for an increase in the use of both biofuels. Concerning bioethanol, it wants to see a fivefold increase in use, and for biodiesel, a threefold increase in use. The Union's biofuels directive gives a legal framework for creating a biofuels market and offers Member States the possibility of applying for a tax reduction to support its production and use.

In the longer term, there is great promise in the development of alternative transport, such as fuel cells, hydrogen and hybrid vehicles.

The *Sustainable Energy Europe* Campaign aims to promote action and policy measures that lead to the reduction of CO₂ emissions from transport in the fields of alternative vehicle propulsion and fuels and also consolidate the flow of knowledge on energy issues in this sector.

■ SUSTAINABLE ENERGY IN BUILDINGS

Improving energy performance in buildings

Buildings – domestic, industrial, commercial and administrative – account for almost 40% of energy consumption in the EU, of which the biggest component is heating and cooling. The Commission estimates that one-fifth of the energy used in buildings could be saved by installing proven technologies such as thermal insulation, newer, more efficient heating and cooling systems, better air circulation facilities and integrating renewable energy production equipment.

The EU has adopted legislation that requires new and existing buildings to have their energy performance certified, and recommendations for improvements made. Such inspections provide a valuable tool for raising awareness of the advantages of energy efficiency, as well as persuading owners to upgrade their facilities.



Over the period of the Campaign (2005-2008), the Commission wants to see around 7 million inspections of heating and/or cooling systems carried out, and around 2 million energy performance certifications undertaken on existing buildings. Making progress during this period, towards reaching the one-fifth reduction at EU level, would also require a reduction in energy consumption of around one-third in 10 million residences in addition to other savings.

Specifically in the field of renewable use, the aim is for an additional 1 million residences to derive at least half of their energy supplies from renewable sources, as well as over 50 000 additional large buildings. And for new buildings, 50 000 new 'very low energy' houses should be built.

The role of the *Sustainable Energy Europe* Campaign is to encourage and promote sustainable energy programmes in buildings, leading to a new integrated conception of habitat, where renewables play a fundamental role and increase the welfare of European citizens.

■ SUSTAINABLE ENERGY IN LIGHTING SYSTEMS AND APPLIANCES

Increasing energy efficiency in lighting systems and appliances

As well as heating and cooling, the use of lighting and electrical appliances (such as office equipment, kitchen devices, etc.) represents a significant – and rising – share of energy use in buildings. For the residential sector alone, the European Climate Change Programme forecasts a rise in EU-15 countries from 1 Mt (1990) to 29 Mt (2010 baseline) in annual greenhouse gas emissions from the use of office equipment, in spite of its huge saving potential.



Exchanging a conventional bulb with a low-energy light-bulb, for example, can easily save around 80% in terms of energy consumption. Office equipment, which is by far the fastest growing cost on the average residential electricity bill, is also a group of products with a saving potential of over 50%.

The Commission aims to see all residences in the EU installing at least one low-energy light-bulb and appliance. In the end, however, the consumer decides. A significant promotional action is therefore required in order to alert consumers and gradually transform the market.

The role of the *Sustainable Energy Europe* Campaign is to promote more energy efficient technologies and products, thereby accelerating their market penetration.



■ SUSTAINABLE ENERGY CO-OPERATION WITH DEVELOPING COUNTRIES

Strengthening international co-operation for development

In line with the World Strategy for Sustainable Development (WSSD), the European Union Energy Initiative for Poverty Eradication and Sustainable Development (EUEI), and the Johannesburg Renewable Energy Coalition (JREC), partnerships between EU energy actors and those of developing countries are currently strengthening local energy expertise in these countries. They are also ensuring the implementation of energy policies, legislation and market conditions that alleviate poverty.

The *Sustainable Energy Europe* Campaign aims to foster this kind of future co-operation projects with developing countries by promoting examples of successful actions.



■ SUSTAINABLE ENERGY PROMOTION AND COMMUNICATION

Showcasing promotional activities

Within the EU, there is a wide range of organisations working to promote sustainable energy. These include, not only local and regional energy agencies, but also industry actively marketing their products in the sector of renewable energy or energy efficient technologies.

The Campaign will develop a network to support small and medium size enterprises, which represent the lion's share of the renewables and energy efficiency industrial market, helping them to co-operate with each other and to learn from experiences across Europe.

The *Sustainable Energy Europe* Campaign will support local and regional promoters – energy agencies, NGOs, consumer associations – and provide a network for sharing good practice and information about relevant dissemination activities.



How will the Sustainable Energy Europe 2005-2008 Campaign support you?

The Campaign wants to support you as a European key actor committed to sustainable energy.

Innumerable projects and programmes in the field of sustainable energy have been launched across Europe, which offer a range of outstanding good practices. It must be our task to increase dramatically awareness of these actions in order that it will lead to large-scale replication of European initiatives. Indeed, success is dependent upon strong, efficient and coherent communication and dissemination channels that can increase the visibility of these actions at a European level.


Networking across Europe: Campaign Associates

Campaign Associates are major and well-established umbrella and network organizations involving sustainable energy actors that are able to offer a range of multiplier actions through their various and effective communication channels.

Campaign Associates contribute successfully to the objectives of the Campaign through their powerful network of contacts. Through a range of promotional actions they significantly increase the visibility of the Campaign and encourage Partnerships.

Networking across Europe: Campaign Partners

Campaign Partners are sustainable energy public and private stakeholders (local, regional and national authorities, industry, energy agencies, associations, NGOs, etc.) who are committed to a sustainable energy project or programme intended to have a significant impact upon the related energy environment in the European Union.



You are part of this communication effort, and there are various ways to participate in this Campaign. Join us!

The Sustainable Energy Partnership

The Sustainable Energy Partnership is one of the main instruments within the Campaign, designed to involve and support institutions and organizations, decision makers and sustainable energy stakeholders. Joining the Campaign as a Partner requires strong commitment and a substantial contribution to its objectives.

The European Commission acknowledges the commitment of Partners to the Campaign and wishes to support their dissemination activities by putting at their disposal a range of promotional and communication tools developed by the Campaign **Public Relations Desk** and **Media Desk**.

Disseminating, communicating and promoting

Effective dissemination of know-how is central to achieving our goals. Sustainable energy production and use has already been successfully achieved by many across Europe. By raising awareness of key issues and demonstrating to others, throughout the EU Member States,

how barriers have been overcome and problems solved, this transfer of know-how can convince and assist local populations and organisations when taking the first steps towards sustainable energy use.



Sharing experiences and debating

The best help you can receive is from someone who has faced similar challenges and problems. Through the Campaign you can meet and talk to a wide range of people with knowledge and experience of sustainable energy issues. You will profit from their insights just as they can from yours.

The Sustainable Energy Europe Campaign website

The Campaign website is the principle means of disseminating information to a variety of stakeholders. It provides up-to-date information about Campaign and all of its activities.

■Companies, institutions, organisations, agencies

Provides showcases of good practices, Campaign news, access to a searchable database of all Partnerships, details on how to participate in forthcoming events, links to state-of-the-art EU programmes, legislation, FAQ and downloadable materials.

■Sustainable Energy Partners

Partners can view details of their project. They are also given access to the latest information and links to relevant funding programmes and financing tools.

■Citizen area

Introduces the Campaign in EU languages, its objectives and its activities. Users can learn more about Partnership projects via an interactive map and regularly updated showcases. They are also provided with a series of FAQ on relevant EU energy and transport policies, sustainable energy and further links or sources of information.

■Press corner

Journalists and media editors will benefit from a dedicated area, providing the latest information on sustainable energy issues, information fact-sheets and access to audio-visual materials.

The Sustainable Energy Europe Campaign Annual Conference

The Annual Conference is a key European-level meeting point for all sustainable energy stakeholders.

Building upon previous efforts and achievements, and in order to realise mid-term targets, it provides an opportunity to analyse a range of factors determinant for the long-term development of sustainable energy, exchange news on the progress of the Campaign and discuss ideas with a wide range of main energy actors.

Sustainable Energy Partnerships also have an opportunity to showcase their programmes or projects and share best practices at a European level.

www.sustenergy.org

Rewarding the best

Europe is a leading light in implementing sustainable energy initiatives, and as ingenious methods are successfully implemented across the Union, the European Commission wishes to reward the best examples of sustainable energy schemes, and promote their achievements to a wider audience.

Persuading the wider public

The easy choice is so often to stick with the status quo, but the Campaign aims to convince the public at large that making a commitment to sustainable energy is an investment for the future of Europe. To ensure this close involvement of European citizens in energy decisions, the Campaign is therefore developing a range of strong media actions and decentralized events throughout Europe.



The Sustainable Energy Europe Annual Competition

Sustainable Energy Partners are eligible to participate in the prestigious Annual Competition. The competition is held to reward Partnerships that have made an outstanding contribution to the development and promotion of the Campaign through their programmes and projects. Evaluated by an independent jury, the foremost examples of successful sustainable energy projects are selected and awarded at a highly visible public Award Ceremony held in prominent locations across Europe.

Media Actions

Via the Campaign **Media Desk**, press and television journalists are regularly alerted to the latest information on sustainable energy issues and success stories of the Campaign. The Media Desk also provides journalists with networking opportunities and access to interviews with main energy actors during key Campaign events.

Strengthening links with media representatives will ensure that public awareness is raised and that local and regional actions are brought to the widest possible audience.

Campaigning together for Sustainable Energy

Sustainable Energy Days or Sustainable Energy Weeks are organised around Europe in a decentralised way. Building upon the experience of existing initiatives and encouraging the development of new events, all energy consumers and producers will have the opportunity to be actively involved via conferences, workshops, visits to companies producing or using renewable energy and energy-efficient technologies, school education activities, and open-door days.

Partnership projects and programmes can also benefit from active participation and increased visibility at these high-level European and national events.



How to join the Campaign

The Sustainable Energy Partnership offers a common European programme of visibility, giving greater strength and cohesion to European sustainable energy stakeholders and their initiatives.

Who can become a Sustainable Energy Partner?

In principle, every institution, company or organization, both public and private, implementing or planning to implement sustainable energy actions or programmes can contribute to the Sustainable Energy Europe Campaign and is invited to join the Partnership.

What are the benefits of becoming a Sustainable Energy Partner?

Partners are given exclusive rights to use the Campaign logo for any communication concerning their programme or project. Partners also benefit from receipt of a promotional toolbox and official Campaign Acknowledgement, exclusive inclusion in the Annual Catalogue (comprising a description of all Partnership programmes or projects), a bi-annual Campaign Newsletter showcasing project results, as well as European-level networking and promotional opportunities via the Annual Conference and Annual Competition.

How do I become a Sustainable Energy Partner?

Applications are made online. All Partnerships are required to sign and complete the Partnership Declaration and online Application Form.

All applications are decided after full consideration by the European Commission. Once accepted, the organisation becomes a full Partner of the campaign.

Organisations wishing to join the Partnership should visit the website

<http://www.sustenergy.org>

This site provides clear and straightforward guidelines on how to complete the Application Form and a comprehensive description of the Partnership scheme.

Contact point

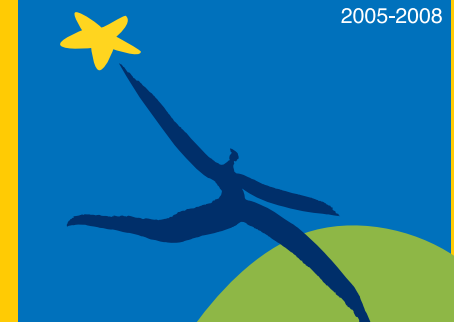
If you require further information please contact the Campaign's Public Relations Desk

Sustainable Energy Europe 2005-2008

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SUSTAINABLE ENERGY EUROPE

2005-2008



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The **Sustainable Energy Europe 2005-2008** Campaign is an EU initiative, which aims to raise public awareness and promote sustainable energy among individuals and organisations, private companies and public authorities, professional and energy agencies, industry associations and NGOs, across Europe.



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