

## ANNEX 2

### Best practice Identified and transferred

Section	Indication of content
<b>1 Title of the best practice</b>	<b>Public campaigns for Solar and biomass heating</b>
<b>2 Precise theme/issue tackled by the practice</b>	<b>Transition of heating systems to RE solutions and local business development through an enlarged market for combined solar- and biomass -heating</b>
<b>3 Objectives of the best practice</b>	Locally the project aims to give entrepreneurs access to a technology which is considered to be competitive, and which might open up a wider market for local entrepreneurs. At the same time it will give project participants good PR and support a wider use of renewable energy for heating.
<b>4 Location</b>	<ul style="list-style-type: none"> <li>- Country: Sweden</li> <li>- Region: Gotland</li> <li>- Municipality of Gotland</li> </ul>
<b>5 Detailed description of the best practice</b>	<ul style="list-style-type: none"> <li>- Origin               <ul style="list-style-type: none"> <li>- Timescale As there already exist several good ambassadors for solar- and biomass heating system on Gotland we have a smoother job than in regions that lack good examples and tradition of RE heating.. The municipal building stock ( about 500 000 sqm) for example also got a lot of interest for transition from fossil fuel to biofuel, a 15 year long process with exchange of some boilers every year. Several public campaigns are needed to implement new systems. Every year will public demonstration and information campaigns be arranged, either in the autumn, when houseowners suddenly realize that a change of heating system for the coming winter is urgent; or – preferably - in the spring, that gives them a possibility to have a new system operating when the next winter comes .</li> <li>- Bodies involved / implementation Bodies needed are a project owner that are engaged in the process, we’ve engaged municipal staff but also</li> </ul> </li> </ul>

	<p>engaged local business</p> <ul style="list-style-type: none"> <li>- Process and detailed content of the practice</li> <li>- Legal framework: building regulations, fire security regulations</li> <li>- Financial framework The arrangements probably need external financial support, but some of the expenses shall also be covered by participant fees, because one of the aims are to support business development for the participants.</li> </ul>
<b>6 Evaluation</b>	<ul style="list-style-type: none"> <li>- <b>Possible demonstrated results (e.g. through indicators)</b> Number of installations ordered as a consequence of the campaigns</li> <li>- <b>Possible success factors</b> Exhibitor that find this useful to widen their markets , development of more RE heating.</li> <li>- <b>Difficulties encountered.</b> Timing! Planning, Strengths: A 100 % RE heating system which will be economically competitive compared to oil fuelled or electrical heating. <b>Weakness:</b> Lack of knowledge of the advantages of the combined systems. Higher installation costs. <b>Options:</b> A better regional economy thanks to less import of fossil fuel and development of local energy market. Lower heating costs. <b>Threat.</b> Lack of entrepreneurs and reliable information can lead to unwillingness to install combined system where one system can do, but with less environmental and economic performance.</li> </ul>
<b>7 Lessons learnt from the best practice</b>	<p><b>Engaged local SME:s are a key factor</b></p> <p>At first a group of local SME:s are to be engaged. Local entrepreneurs in the sectors of WHS (water, heating &amp; sanitary installations), electricity, and pellets heating equipment, solar panels, suppliers and distributors of pellets have been invited to exhibitions, campaigns and seminars. It will also gain SME: s in the consultancy- and construction sector, while studies of potential biomass- and solar heating objects will be carried out. There is also potential of engagement in other business sectors, for example tourism or architecture.</p>
<b>8 Contact information</b>	<ul style="list-style-type: none"> <li>- contact details/email: helena.andersson@gotland.se</li> <li>- Website <a href="http://www.gotland.se/eco">www.gotland.se/eco</a></li> </ul>
<b>9 Other possible interesting information</b>	<ul style="list-style-type: none"> <li>- Various documents (reports, presentations, etc.), see added short report, next page</li> </ul>
<b>10. Best practice transferred</b>	

# The “Climate- entrepreneur’s” Fair of Solar- and Wood Heating-system, May 7-9, 2010 in Gotland

*Translation only for TrlsCo – the event was held in Swedish*



*Pictures above: explaining the economy in solar heating, selling wood pellet stoves*

## **Aim**

Scope of this best practice-case is to support house-owner to install renewable energy heating as solar heating in combination with any bio fuel as wood- logs, chips or pellets. We have chosen those heating system as they contribute to reduced dependency upon electricity and oil for heating. The case also offers all participants a forum for exchange of experiences, for competence development and knowledge on well functioning installations. End-users will be provided a safe, secure, easily manage-able, climate friendly and economic heating of their properties.

## **Cooperation between mainland suppliers and local plumbers and retailers**

Suppliers of equipment for heating from solar-, wood logs-, woodchips- and wood pellets heating-system are invited together with local WHS-installers, fuel producers, wood fuel retailers and suppliers and others to participate as exhibitors. A local network of entrepreneurs is established, they are invited to planning meetings and special seminars. This event included a training seminar with B-E Löfgren on Friday evening exclusively for the exhibitors. The arrangement is provided in cooperation between the Municipality of Gotland and local entrepreneurs in the energy business, within the frame of the TrlsCo-project

## **The Fair was held at Toftagården, a hotel with renewable energy profile, located on Gotland, Sweden, May ,7-8**

Friday and Saturday the Fair was held open for the public. The fair also offered public seminars by Mr Bengt-Eric Löfgren, AFAB, a well-known expert on solar- and bio fuelled heating system. And also a gifted edutainment –speaker.

## **23 companies signed in; 10 mainland suppliers and 13 local bio energy and solar energy entrepreneurs**

We were happy for their interest and they also gave the fair high scores in the evaluation afterwards.



*Mr Bengt Eric Löfgren in action*



*Picture above: Selling bio fuel boilers!*

In case you're interested to know more, please call or e-mail to eco strategist Helena Andersson, Municipality of Gotland [helena.andersson@gotland.se](mailto:helena.andersson@gotland.se) or at +4670 447 67 72