



EmPowering low carbon economies

The importance of political support

POWER is a €5.8m interregional programme aimed at driving Low Carbon Economies partly funded through INTERREG IVC in 7 European regions. Nine projects are funded under POWER.

The POWER PROGRAMME recognises political support throughout the entire project cycle helps raise the profile of projects. Political endorsement of policy recommendations increases the chances of having them adopted.

View from Mr Andrea Mengozzi, Councillor at the Environment Department, Province of Ravenna, Italy

The European Union (EU) through its laws and directives, provides Member States with political guidelines and goals aiming to improve our quality of life. Specific programme funding, "drives" actions and provides choices in the territories, to set goals and achievable targets.



To ensure the effectiveness of these programmes, the institutional and political bodies of the territories, should be actively involved in helping to deliver these shared objectives, as potential users of the financial tools provided by the EU. It is therefore important that local policy makers are made aware of the opportunities, as well as the constraints that result from these funding programmes.

A policy maker who knows the needs from the social, economic and environmental perspective within their region will try to get EU funding to improve the situation. Above all, the EU funding should be used for new fields of action to create the conditions for the development of better opportunities and concrete actions, consistent with the guidelines set out for future development by the European Union.

An immediate example is found if we think about the number of initiatives related to the green economy; in fact it is evident, that years in advance of the market orientation, the EU had promoted funding for the development of research and applications in this direction to make concrete its goals of environmental protection and climate mitigation.

Local politicians aware of the importance of anticipating the future by taking advantage of the opportunities and guidelines provided by the EU can make the difference by guaranteeing the concrete and active commitment of local institutions, and therefore the best success of the projects funded by the EU. Speaking about cooperation projects, the active support of policy makers both during the project planning and implementation is a key element for the success of the project itself and the legacy of the of the outputs and results achieved.

Mr Andrea Mengozzi, Councillor at the Environment Department, Province of Ravenna, Italy.

Mr Mengozzi has actively campaigned on behalf of the WICO Project which aimed to influence local planning rules and simplify the installation of small wind systems in coastal areas.

Through his continued interaction, the project engaged with the Hotel Associations in Ravenna, and attracted interest from ENEL the Italian electricity supplier. ENEL have donated one anemometer and is committed to test small turbines along the coast in exchange for receiving the data from their usage. In addition, the project has attracted extra financial resources which will be used to test five small wind turbines along the coast and support the WICO results after the end of the INTERREG IVC Project.



Interested in small wind energy systems?

The WICO Project will hold its final event to share their results during EU Sustainable Energy Week, in Brussels. If you want to know more about how Italy have speeded up the application/planning process, the experience of the Feed In Tariffs in the UK and how Spanish partners are using this experience, join them for their event on 14 April 2011 in Brussels, Belgium. More information will be posted in due course on <http://www.marinesoutheast.co.uk/wico/events/>

POWER Partners are grateful to the following persons who have actively supported POWER & helped achieve its goals



Pedro Ballasterros Torres
DG Energy and Transport European Commission, 'Empowering the low carbon economy' event in Stockholm.



John Denham, MP, Southampton, UK
at the official launch of the TrIsCo project where the Environment Centre hosted a community road show.



Haldo Oravas, Mayor Viimsi Municipality & Endel Lepik, Deputy Mayor Viimsi Estonia support the Tracit project.



Annemarie Moons, Dutch Regional Minister for Economic Affairs & Sustainable Development with Alex Pratt, SEEDA Board Member at the launch of the POWER Programme March 2009 at the Province of Noord Brabant, the Netherlands.



Anna Wajnbergier, Advisor to Minister, Ministry for the Environment, at the conference 'Sustainable actions for regional competitiveness' in Poland on 3 December 2010.



Andreas Carlgren, Swedish Minister for the Environment with the Governor of Uppsala Province back the SEECA project.

Date for your diary: POWER Final Event - Empowering the low carbon economy



21 September 2011 public event open to all – join us to find out how the POWER sub projects have contributed towards a low carbon economy at regional level and what the legacy will be - entry to the event is free of charge.

The event will take place in Brussels, Belgium. Further details will be posted on the Power Website as the agenda firms up. <http://www.powerprogramme.eu/>

SEECA event - Encouraging emission reduction through voluntary Climate Agreements



European Union
Sustainable Energy Week
11-15 April 2011 

12 April 2011, Brussels

The SEECA Project (Strategy for Energy Efficiency through Climate Agreement) encourages industry, government and non government organisations to sign up to voluntary Climate Agreements which commits them to reducing their carbon footprint.

This event will provide details of the Climate Agreement, its function and implementation. A Climate Agreement signatory will present their experiences of this process and project partners from Sweden, Poland and Estonia will provide details of how the Climate Agreements are being implemented locally. This event is part of a one day programme 'Creating Low Carbon Economies'.

Registration on:

http://www.eusew.eu/index.php?option=com_see_eventview&view=see_eventdetail&index=10&date=1271023200&opnr=2&eventid=584

Sub project partners

Reward one of your beneficiaries

We are looking at holding a series of panels at our final event on each of the POWER themes: Energy Efficiency, Renewable Energy, Eco Innovation & Environmental Technologies, Sustainable Transport and Behaviour Change, each of which is led by a different region.

Under each theme we would like to include a project representative, a politician, a representative from a region, an expert and if at all possible a beneficiary on each panel. This latter category, the beneficiaries or end users, we know is always the most difficult to engage. If you have somebody in mind that your project has helped and who is willing and able to talk about their experience in front of an audience, as well as being available on 20 and 21 September 2011, we can cover their travel and accommodation costs to travel to Brussels. Beneficiaries often provide the most compelling evidence of project achievements.

Please think about who has used one of your tools, changed a behaviour, or managed to convince others in their work place or neighbours to do the same. They could be a very convincing voice to showcase your project's achievements, please email their details to janetborgers@seeda.co.uk with a couple of sentences explaining how they were involved and the name of the project.

Proposals by 30 March 2011 please. If we have more than one proposed beneficiary per theme, we will draw out of a hat. We will confirm if they are on a panel by end of July 2011.

Need a view on a burning issue?

Is there an issue emerging in your field of work on which you could post an article or place a link on the POWER Policy Forum, to open up a debate? If you would then like to gain some views from the wider public on the issue and would like us to conduct a survey, we could put this up for you on the forum. We do not want to overburden people, so we ask you to formulate a question that only requires a simple 'yes' or 'no'

answer. We will post the surveys on a first come, first served basis, and of course the subject material must be of relevance to the POWER Programme. Please email a link to the article you have posted on the POWER Policy Forum together with your proposed survey question to pascalewaschnig@seeda.co.uk

Responses by 30 March 2011 please

For further information on the Programme and all sub-projects go to
<http://www.powerprogramme.eu/>