

**Interreg
Europe**



Co-funded by
the European Union

SireENERGY

Social innovation in renewable energies

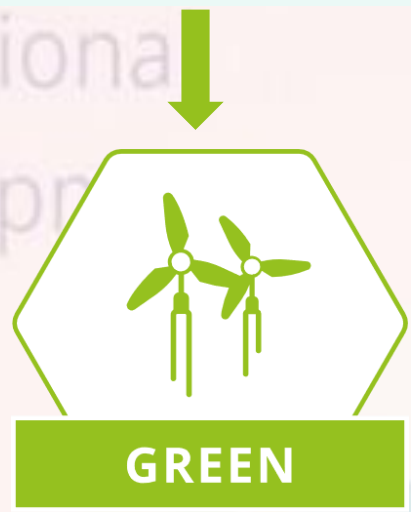
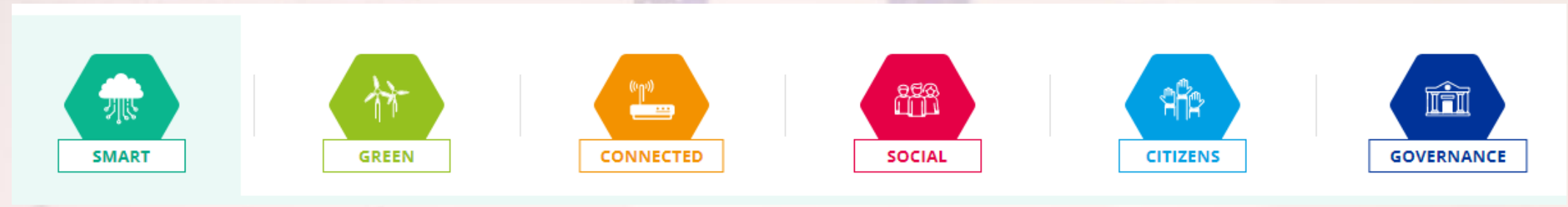
Overview of the project

Leire Arrizabalaga

June, 13th 2023 | Bilbao



Policy objective



a **greener**, low carbon transitioning towards a net zero carbon economy
Specific objective: Renewable energy

- ✓ 5 policy objectives supporting growth for Cohesion Policy within the 21-27 periods,
- ✓ Emphasis in the support to territories with specific development challenges, including rural areas (RA), areas in demographic decline with natural handicaps
- ✓ 2021-2027 CP will provide, further support also to RA in the form of investments for the digital and green transitions.

The project main goal

“ Improve regional and national policies by increasing the share of energy from renewable sources in rural areas to better inform local consumers, and empower self-consumers to generate, store, consume and sell renewable electricity without facing disproportionate burdens”

Integrate RE within larger supply chains in rural economies

Increase involvement of energy consumers as active players in the development of new RE sources

Ingrate RE strategies into local, regional and national economic development strategies to reflect local potential needs

Promote Sinergy dynamics for the generation of RE projects, taking into account the natural resources of the RA and all the agents involved.

Ensure socio-political acceptances by ensuring clear benefits of using RE as the low-carbon alternative energy to local communities and engaging them in the design, financing or management process

Partners introduction

- **Leartibai Fundazioa**, Basque Country, Lead partner
- **Basque Energy Agency (EVE)**, Basque Country
- **Energy Agency Southern Sweden (Energikontor Syd)**, Sweden
- **Regional Agency for Entrepreneurship and Innovations - Varna (RAPIV)**, Bulgaria
- **North-East Regional Development Agency, Romania**, Communication Manager
- **Marshal's Office of the Mazovian Voivodeship**, Poland
- **Association for Environment and Safety in Aquitaine (APESA)**, France, Advisory partner

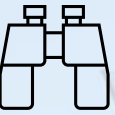


Project phases

CORE PHASE

FOLLOW UP PHASE

1



REGIONAL DIAGNOSIS FOR THE IDENTIFICATION OF GAPS AND IMPROVEMENTS OF RENEWABLE ENERGIES STRATEGIES DEPLOIMENT IN RURAL AREAS

- ✓ Common understanding of the project's strategic concepts: citizen acceptance, citizen participation, citizen involvement
- ✓ Analisy of the socio-political context
- ✓ Current renewable energy strategy
- ✓ The multi-level social acceptance analysis of these projects

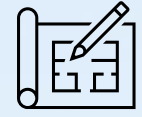
2



EXCHANGE OF EXPERIENCES, BASED MAINLY IN IDENTIFICATION AND REPORTING PROCESS FOR GOOD PRACTICES TO ACHIEVE A POLICY IMPROVEMENT

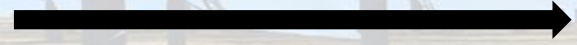
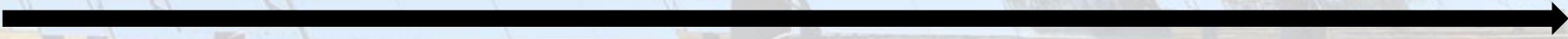
- ✓ Identification and Reporting of Good practices
- ✓ Stakeholder groups engagement
- ✓ Field Visits to the partner regions to assess good practices
- ✓ Peer review sessions of good practices
- ✓ Improvements of policy instruments

3



MONITORING AND EVALUATION OF POLICY IMPROVEMENTS

- ✓ Definition of the monitoring system for policy improvements
- ✓ Final event in The Basque Country



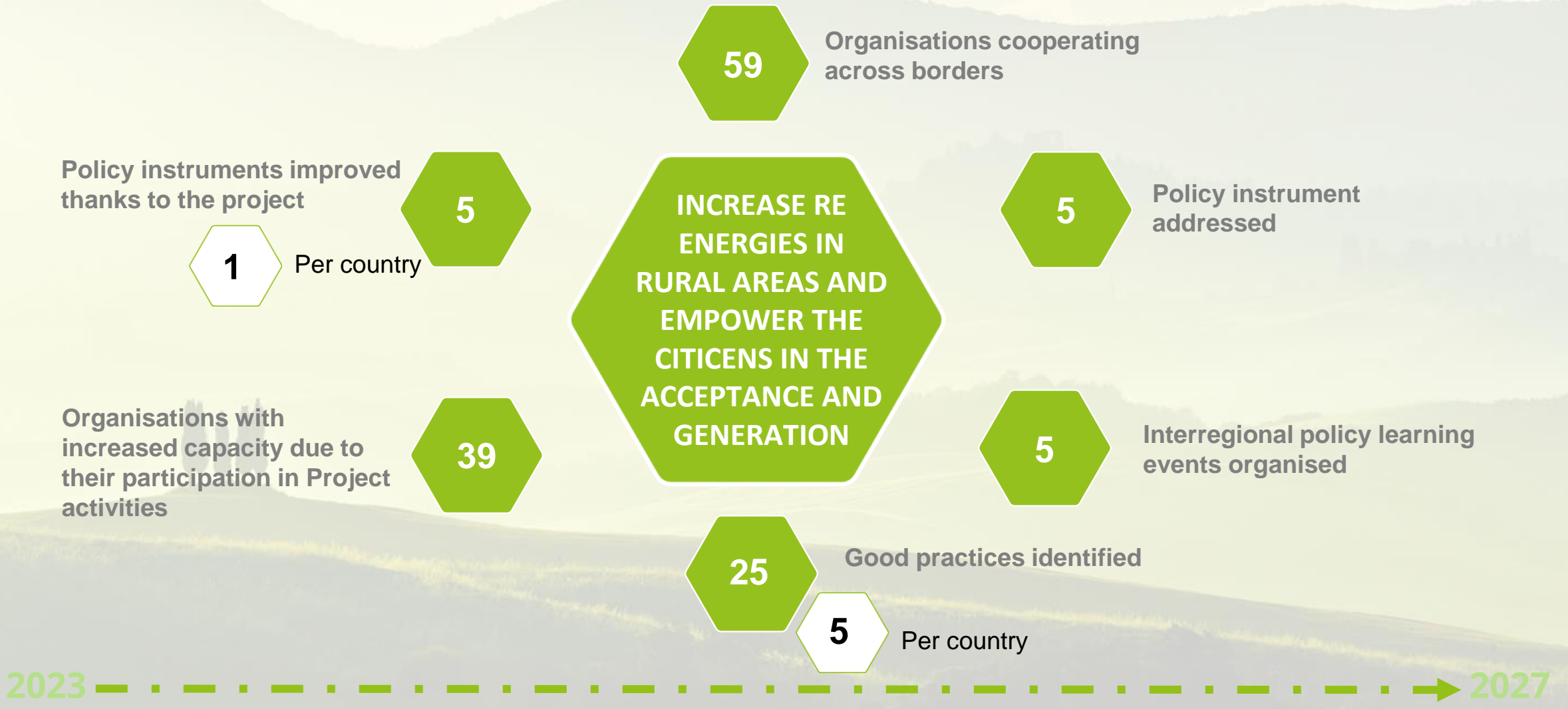
S1-S6

03-2023/02-2026

S7-S8

03-2026/02-2027

Output and results indicators



2023 —————> 2027

Process indicators

All partners

	SUB AREA	INDICATOR	TARGET	SEMESTER
EXCHANGES OF EXPERIENCES	GOOD PRACTICES VALIDATED AND UPLOADED TO THE PLATFORM (5 per region)	N° OF GOODP RACTICES	25	S1 BC S2 SWE S3 PL
	Host a Study visit with at least 3 good practices (1 per region)	N° OF STUDY VISITS	5	S4 RO S5 BG
	Regional stakeholders group creation (1 per region)	N° OF STAKEHOLDERS GROUPS	5	S1
	Stakeholders traveling to study visits (2/region)	N° OF STAKEHOLDERS	50	S1 TO S6
	Stakeholders group meetings	N° OF MEETINGS	40	S1 TO S8 (1 per region in each semester)
	Regional Dissemination events	N° OF DISSEMINATION EVENTS	12	S1 AND S6 (2 per region)
	Peer review reports concerning the study visits (1 per region per study visit)	N° OF REPORTS	25	S1 TO S5
	Conducting the Regional Diagnosis study (1 per region)	N° OF STUDIES	5	S1
	partners taking part in Interreg Europe events (1 per partner)	N° OF PARTNERS	7	S1 TO S8
	Self-briefing on the improvement of regional policy instruments (1 PER REGION)	N° OF REPORTS	5	S6
MANAGEMENT	INDIVIDUAL PROGRESS REPORT (1 per partner per semester)	N° OF REPORTS	56	S1 TO S8
COMUNICATION	Communication material translation (and printing)	N° OF MATERIAL	7	S1
	Place the poster in a visible place	N° OF MATERIAL	7	S1
	Press releases in regional media	N° PRESS RELEASES	56	S1 TO S8
	Update official partner`s website and social media profile about the project	N° OF TIMES WEBSITE IS UPDATED	56	S1 TO S8
	N° of people attending final event	N° OF PEOPLE	50	S8
	n° of people attending regional dissemination events	N° OF PEOPLE	144	S1 AND S6

Process indicators

NORTH-EAST REGIONAL DEVELOPMENT AGENCY

SUB AREA		INDICATOR	TARGET	SEMESTER
COMUNICACION	COMMUNICATION STRATEGY	Nº OF METHODOLOGIES	1	S1
	2 PROJECT VIDEOS	Nº OF VIDEOS	2	S2 AND S6
	Communication material creation: project brochure, poster, roll up	Nº OF MATERIAL	1	S1
	Creation of project templates: ppt, minutes	Nº OF TEMPLATES	1	S1
	NEWSLETTERS DISTRIBUTED (1 PER SEMESTER)	Nº OF NEWSLETTERS	8	S1 TO S8
	Delivery of contents for SirENERGY webpage (every semester)	Nº OF TIMES	8	S1 TO S8
	Set-up of SirENERGY in social media and links to INTERREG EUROPE ones.	Nº OF PROFILE	1	S1
	Production of news with project information (study visits, learning events, interregional dissemination events..)	Nº NEWS		S1 TO S8
	Report of relevant related events at EU level, feedback to all partners and follow up attendance of partners (each semester)	Nº REPORT	8	S1 TO S8

APESA

SUB AREA		TARGET	SEMESTER
EXCHANGE OF EXPERIENCES	Validation of the methodology for identification and reporting process for good practices	1	S1
	VALIDATION OF EXCHANGE OF EXPERIENCE METHODOLOGY: peer review	1	S1
	FACILITATION PEER REVIEW SESSIONS	5	S1
	VALIDATION OF REGIONAL DIAGNOSIS METHODOLOGY	1	S2
	Validation the role of local stakeholder groups and methodology for involvement	1	S1
	Peer review of good practices review from other related projects (ie. INTENSIFY, POWERTY, POTEnT, SHREC. WINDWIND, etc.)	1	S2
	Interregional learning events (INCLUDING FINAL LEARNING EVENT)	5	S2 TO S6
	Interregional learning event reports (including Regional Diagnosis Final Report)	5	S2 TO S6
	Validation of the methodology for monitoring and evaluation of policy improvement	1	S7

Process indicators

**LEARTIBAI
FUNDAZIOA**

MANAGEMENT

SUB AREA

VALIDATION OF EXCHANGE OF MANAGEMENT TOOLS AND STEERING COMITEE
 DINAMISATION
 JOINT PROGRESS REPORT (1 PER SEMESTER)
 Steering group meetings (1 per semester)
 Monitoring system aproval

INDICATOR

TARGET SEMESTER

N° OF METHODOLOGIES	1	S1
N° OF REPORTS	8	S1 TO S8
N° OF MEETINGS	8	S1 TO S8
N° OF METHODOLOGIES	1	S7

EXCHANGE OF
EXPERIENCES

First semester



Basque Country, Bilbao
13th-15th June

End of S1
August 31th

MARCH	APRIL	MAY	JUNE	JULY	AUGUST
	<ul style="list-style-type: none"> 1. Kick off meeting 2. Validation of the methodology for identification and reporting process for good practices 3. Validation the role of local stakeholder groups and methodology for involvement 4. Communication material production: project brochure, project roll up and poster, templates 	<ul style="list-style-type: none"> 1. Stakeholder group set up (1 per region) 1. First regional dissemination event to present the project (1 per region) 1. Invite Stakeholders to participate in the Study visit (2 per region) 1. LP and P01 identification of 5 good practices 1. Partnership signature 2. FLC contract 3. Communication strategy deployment: 4. Delivery of contents for SireENERGY webpage under INTERREG EUROPE system and agreement on news feeding system. 5. Set-up up SireENERGY in social media and links to 1. Monitoring of relevant related events at the EU level by PP06 and feedback to all partners 	<p>Steering committee meeting</p> <p>1st Study visit 1st Peer Review</p> <ul style="list-style-type: none"> 1) Common vision of definitions 2) Validation methodology for exchange of experiences: study visit, peer review and steering committees. 3) Validation of methodology of the First step of Regional Diagnosis for the identification of gaps and improvements on Renewable Energies strategies deployment in Rural Areas 4) Validation of the Communication Strategy 	<ul style="list-style-type: none"> 1) Stakeholder group meeting (1 per region) 2) Start working on Good practices identification 3) Start working on the first part of the holistic diagnosis 4) Communication Strategy deployment: 1st Newsletter distributed 	



Done

In progress

Thank you!

www.interregeurope.eu/SIreENERGY

Interreg
Europe



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the European Union

SlreENERGY

The power of communication

Strategy, 1st semesters's TO DO list & debates

Georgiana Nedelea & Madalina Vițelaru

Experts @External Cooperation Office, North-East RDA

Communication Manager & Project Manager for SlreENERGY project

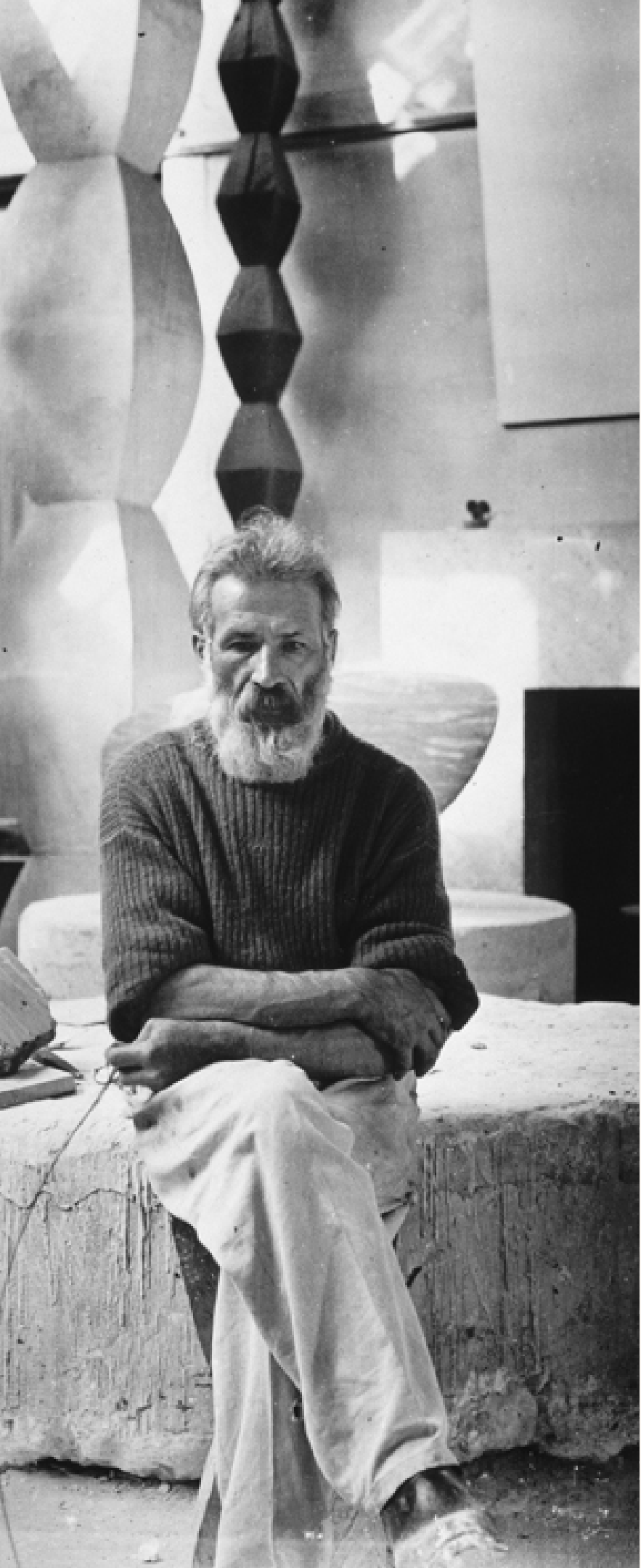
georgiana.nedelea@adrnordest.ro; madalina.vitelaru@adrnordest.ro

JUNE 13, 2023 | Steering committee



Ramânia





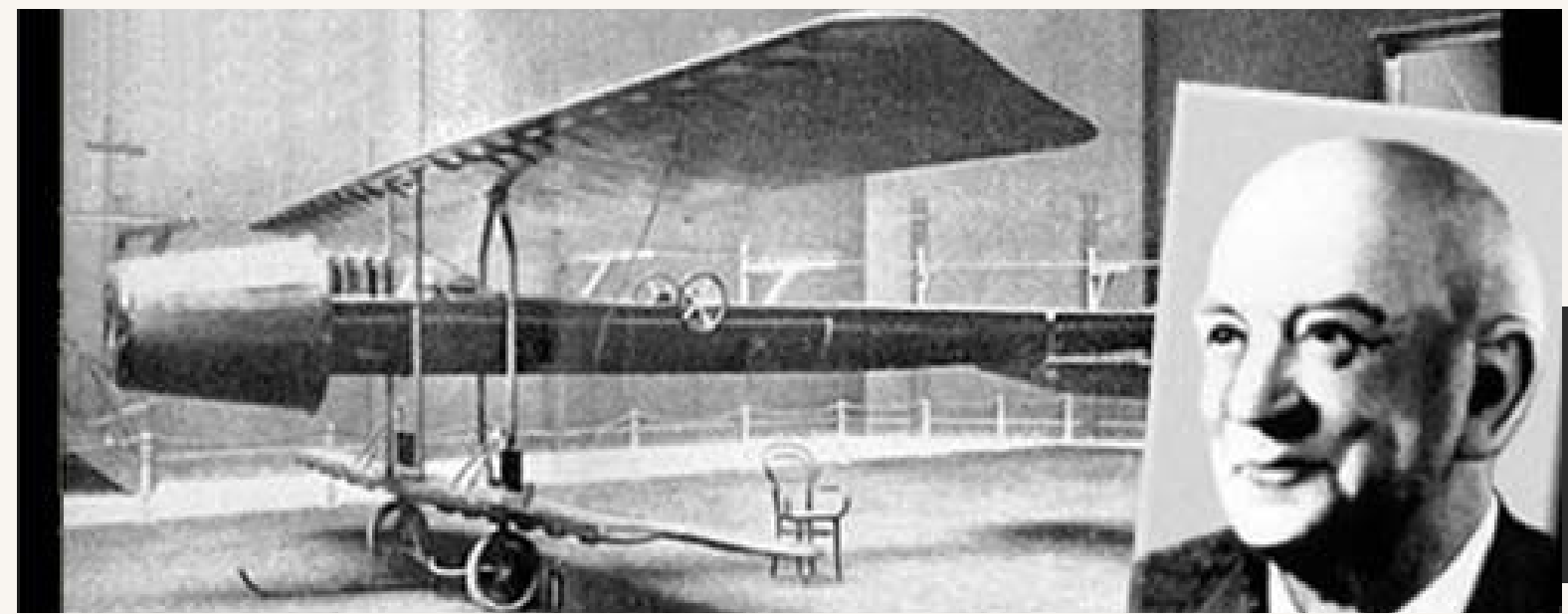
BLACK SEA



DANUBE DELTA



CARPATHIANS



WELCOME IN
ROMANIA



The North-East Region

OF
ROMANIA





TOTAL AREA: 3.685.000 ha

MOUNTAINS	-	HILLS	-	FLAT AREA
28%		12%		60%

POPULATION (INHABITANTS)

3.199	-	2019
MILLION		



WELCOME IN THE NORTH-EAST OF ROMANIA





The North-East Regional Development Agency



NORTH-EAST RDA IS A GENERATOR OF ECONOMIC AND SOCIAL DEVELOPMENT OF THE NORTH-EAST REGION. IT DEVELOPS AND PROMOTES STRATEGIES, ATTRACTS RESOURCES, IDENTIFIES AND IMPLEMENTS FINANCING PROGRAMS AND PROVIDES SERVICES TO STIMULATE SUSTAINABLE ECONOMIC GROWTH, PARTNERSHIPS AND ENTREPRENEURSHIP

WE BELIEVE IN A FUTURE WHERE THE NORTH-EAST REGION OF ROMANIA WOULD BECOME ONE OF PEOPLE'S PREFERRED PLACES IN EUROPE TO LIVE, LEARN, WORK AND INVEST. OUR PLAN IS TO ACHIEVE THIS VISION THROUGH PROFESSIONALISM, INTEGRITY, SOLIDARITY AND APPETITE FOR INNOVATION.

Portfolio of services





North-East Ait







North-East Art







North-East Art





MEET THE PROJECT COMMUNICATION TEAM



Georgiana Nedelea +
• Expert @ External Cooperation Office, North-East Regional Development Agency
Communication Manager



Johanna Wallin
• Communication officer @ ENERGIKONTOR
Communication Officer



Madalina Vițelaru +
• Expert @ External Cooperation Office, North-East Regional Development Agency
Communication Officer



Żaneta Olczak +
• Chief specialist @ Marshal's Office of the Mazovian Voivodeship
Communication Officer



Leire Arrizabalaga +
• Innovation manager @ Leartibai Foundation
Communication Officer



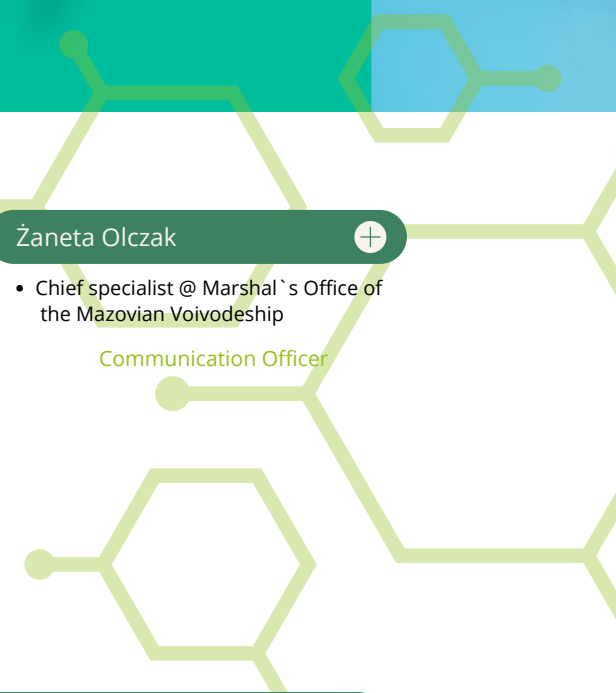
Urko Garamendi +
• Communication officer @ Basque Energy Agency
Communication Officer



Mariya Zlateva +
• Financial Manager and Project coordinator @ Regional Agency for Entrepreneurship and Innovations Varna (RAPV)
Communication Officer

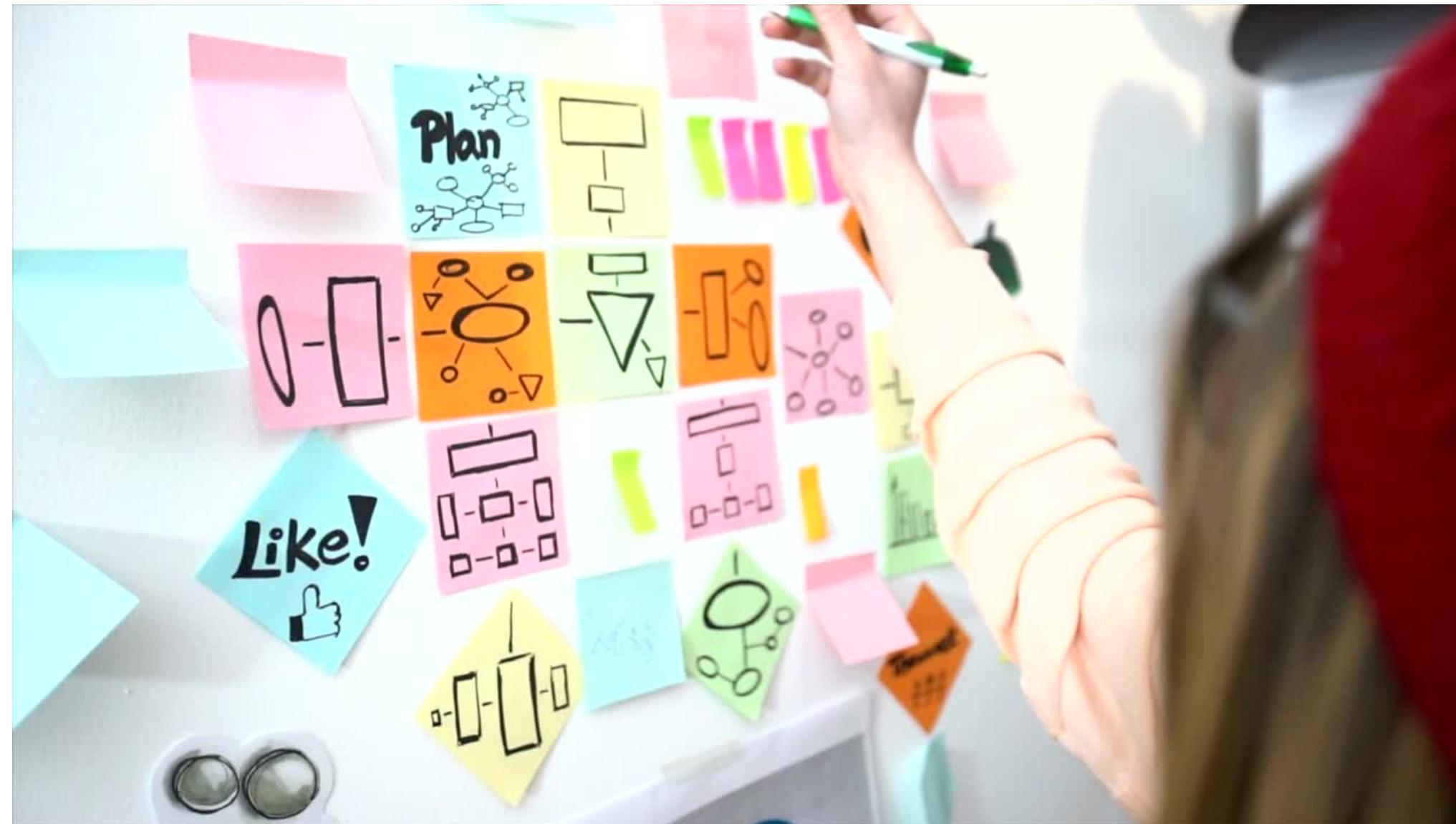


Aude Pottier +
• Research Engineer @ Association for Environment and Safety in Aquitaine (APESA)
Communication Officer








SireENERGY PROJECT COMMUNICATION STRATEGY

LET'S TAKE EACH CHAPTER AND DISCUSS ABOUT THE STRATEGY



1st SEMESTER

-  Approving the communication STRATEGY
LOADING ...
-  Developing the communication MATERIALS
-  Organizing the first REGIONAL DISSEMINATION EVENT
LOADING ...
-  Setting up the SOCIAL MEDIA ACCOUNTS
-  1st NEWSLETTER
LOADING ...

-  Deliver content for the WEBPAGE
LOADING ...
-  Sharing the communication materials on each partner webpage
LOADING ...
-  Preparing a page on each partnet's webpage about the project
LOADING ...
-  Report relevant EVENTS
LOADING ...
-  Constantly use the tools designed for the project: media plan, G drive
LOADING ...

PRESENTING THE COMMUNICATION MATERIALS

2 templates for the **BROCHURE** >

About the project

The SireENERGY project aims to improve regional and national policies by increasing the share of energy from renewable sources in rural areas to better inform local consumers, and empower self-consumers to generate, store, consume and sell renewable electricity without facing disproportionate burdens.

The project gives the local communities hands-on experience in developing specific strategies to improve the acceptance and deployment of renewable energy, thus unlocking the potential that exists in rural areas.

As a consortium, we continue the Interreg Europe mission to build our common objective: to be climate-neutral by 2050 (objective arising from the European Green Deal)!

Contact Us



Mail

interregsirenergy@gmail.com



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Europe



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the European Union

SireENERGY

Social Innovation in Renewable Energies Project

Providing local rural
communities with hands-on
experience in developing
specific strategies to improve
acceptance and deployment of
renewable energy



Partnership



Leartibai
Fundazioa

*Leartibai Foundation,
Spain
Lead partner*

*Basque Energy
Agency, Spain*

**ENERGIAREN
EUSKAL
ERAKUNDEA**
**ENTE VASCO
DE LA
ENERGÍA**



*Association for
Environment and
Safety in Aquitaine
(APESA), France*

*Regional Agency for
Entrepreneurship and
Innovations - Varna
(RAPIV), Bulgaria*

RAPIV



Why choose us?

because we promote and facilitate the emergence of Renewable Energy Communities (REC), which ensures the open participation of all consumers, and provides the tools to facilitate access to finance and information.

Why REC?

because it may help raise the awareness of citizens about the benefits of increased energy efficiency, provide them with accurate information on how it can be achieved, and provide access to information from metering and billing.

Furthermore, by increasing social acceptance of renewable energies and other clean energy technologies, REC can foster further investment in energy efficiency and contribute to the reduction of energy consumption of their members.

Disclaimer: this brochure was produced with financial support from the Interreg Europe Programme.



Partnership



**ENERGIKONTOR
SYD**

*Energy Agency Southern Sweden,
Sweden*

*North-East
Regional
Development
Agency, Romania*

ADR [®]
Agenția pentru Dezvoltare Regională
N O R D - E S T

Mazovia.
heart of Poland

*Marshal's Office of the Mazovian
Voivodeship, Poland*



ABOUT:

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Interreg
Europe



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SireENERGY

CONTACT US

VIA E-MAIL

interregsirenergy@gmail.com

VIA SOCIAL MEDIA



**SOCIAL INNOVATION
IN RENEWABLE
ENERGIES PROJECT**

Providing local rural communities with hands-on experience in developing specific strategies to improve acceptance and deployment of renewable energy

**A QUICK GUIDE TO OUR
PROJECT**

SIRENERGY

partnership



*Leartibai Foundation,
Spain
Lead partner*



**ENERGIKONTOR
SYD**

Energy Agency Southern Sweden



*North-East
Regional
Development
Agency, Romania*



*Association for
Environment and
Safety in Aquitaine
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ENERGIAREN
EUSKAL
ERAKUNDEA
ENTE VASCO
DE LA
ENERGÍA



*Basque Energy
Agency, Spain*

RAPIV

*Regional Agency for
Entrepreneurship and
Innovations - Varna (RAPIV),
Bulgaria*

Mazovia.

heart of Poland

*Marshal's Office of the Mazovian
Voivodeship, Poland*

Let's vote



**Time for
questions**



Thank you!

www.interregeurope.eu/SIreENERGY

**Interreg
Europe**



Co-funded by
the European Union

SireENERGY

The project (SireENERGY) is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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**Interreg
Europe**



Co-funded by
the European Union

SireENERGY

ISPASTER

Field visit

Maitane Zirion

June, 14th 2023 | Ispaster



1. GENERAL DESCRIPTION:

- Small village located in Euskadi, in the north of Spain
- 22 km² and 740 inhabitants
- Power outages and failures in energy service
- Main goal: autonomous and isolated energy island based on 100% RES.



2. FIRST STEPS



SARE TXIKIA • ISPASTER • MICRO RED

KALEFAKZIOA, UR BEROA ETA ELEKTRIZITATEAREN HORNIKUNTZA biomasa galdarak (herriko espala) eta eguzki energiarekin. Eraikin publikoetarako eta pribatuetarako.

Suministro de: **CALEFACCIÓN, AGUA CALIENTE y ELECTRICIDAD** a diversas edificaciones de uso público y privado, mediante calderas de biomasa (astilla local) y energía solar.

ALMACENAMIENTO



SAREAREN GARAPENA DESARROLLO DE LA RED

Fase 1: Biomasa eskolan / Escuela con biomasa

Proiektua eskola energia termikaz hornituz hasi zen. El proyecto comienza suministrando energía térmica a la escuela municipal.

Fase 2: Eratzuna /Anillo

Bere sare hat eraiki eta hornikuntza eta UBSa hornitzen da eraikuntza publiko getzagatara: udaletxea, frontoi, taberna... Se construye una red de calor y se suministra calefacción y ACS a más edificios públicos: ayuntamiento, frontón, taberna...

Fase 2: Eguzki plakak + Efizientzia/ Solar + Eficiencia

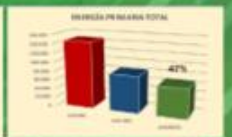
Eguzki-energiak energia beriztagarrien sorokutza handitzen du. Ekipo eta instalakuntze eraginkortasuna hobetzeko proiektuak martian jartzen dira. La energía solar aumenta la generación con renovables. Se emplean algunos proyectos para mejorar la eficiencia de los equipos e instalaciones.

Fase 3: Entrepanta + Refrescamiento + Suministro a privados

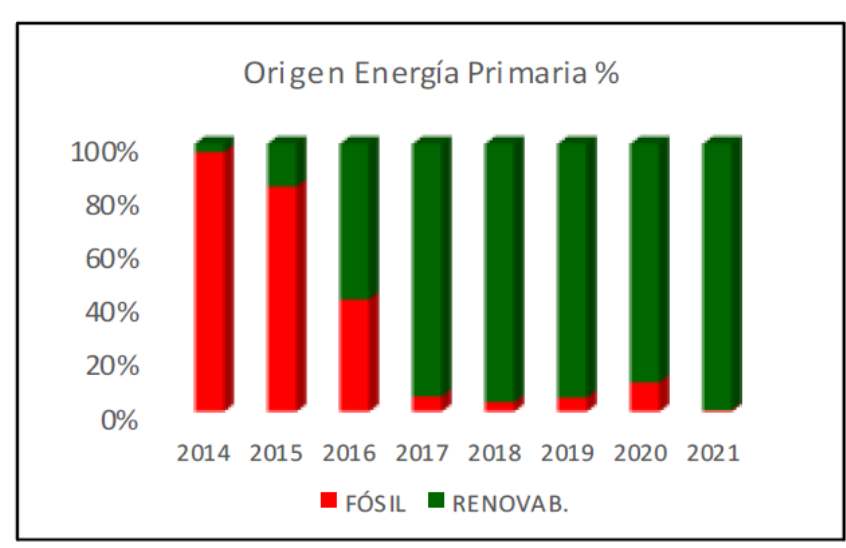
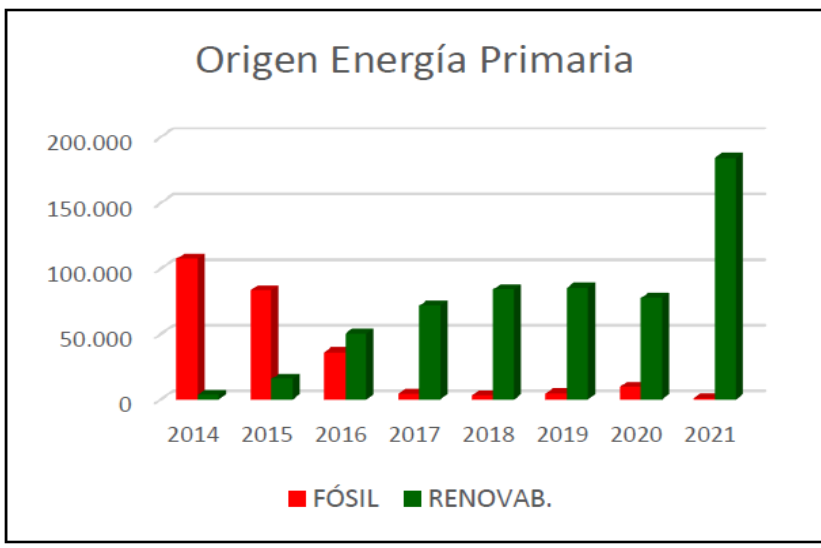
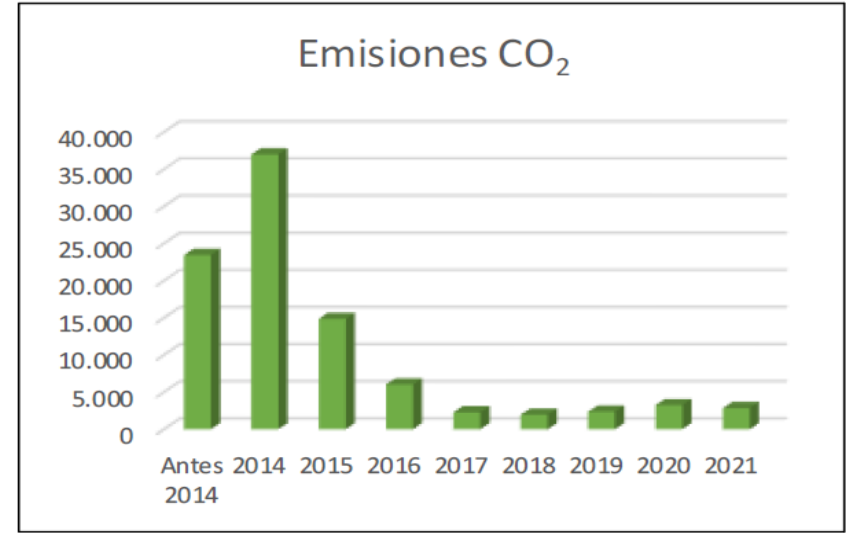
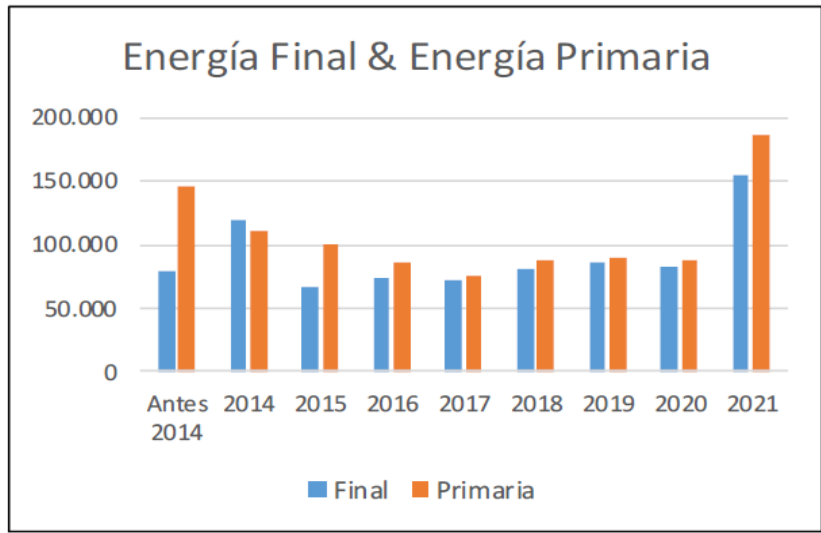
Sareak handitzen da energia elektrikoak 10 kontsumo-puntu publikoetara eta energia termikoa 13 puntuetara (10 etxebizitza pribatuko bloke bat barne) hornitzeko. La red se amplía hasta suministrar energía eléctrica a 10 puntos de consumo públicos y térmica a 13 puntos (incluido un bloque de 10 viviendas privadas).

INGURUNE PROTOKOLOEKIN BAT EGITEA CUMPLIMIENTO DE PROTOCOLOS AMBIENTALES

	ENERGIA ELÉCTRICA		ENERGÍA TÉRMICA	
	MWh/año	kgCO ₂ /año	MWh/año	kgCO ₂ /año
CON RED	61.874	14.034	10.061	3.249
SIN RED	36.744	848	51.707	3.967
ANÁLISIS		15.823		3.532



Lehen mailako energiaren kontsumoa **-47%**
 Consumo de energía primaria
 CO₂ isurketak **-89%**
 Emisiones de CO₂
 Energi beriztagarrien ekarpena kontsumo osoari **+95%**
 Aporte de energías renovables al consumo final



3. SUMMARY OF THE FOLLOWED PATH



- 1 AGENDA 21 Action Plan since 2009**
 - Audits of lighting and public buildings
 - Replacement of luminaires by LED in Public Lighting
- 2 PARTICIPATORY PROCESS since 2013**
 - Informative talks
 - Assessment of alternatives with various municipal agents
 - Plenary commitment at the town hall
- 3 ENERGY STUDIES since 2014**
 - Analysis of thermal and electrical consumption and improvement proposals
- 4 MICRO GRID since 2014**
 - Supply thermal and electrical energy to public buildings
 - Appointed Pilot project in Bizkaia (EVE)
 - Connection of 10 private dwellings in a building in 2020
- 5 SECAP 2018-2030**
- 6 PARTICIPATION in LOCALRES**

4. LOCALRES

Renewable Energy Communities (REC) as main actors to lead the decarbonization of local energy systems

4 demonstration sites in Europe.



4. LOCALRES

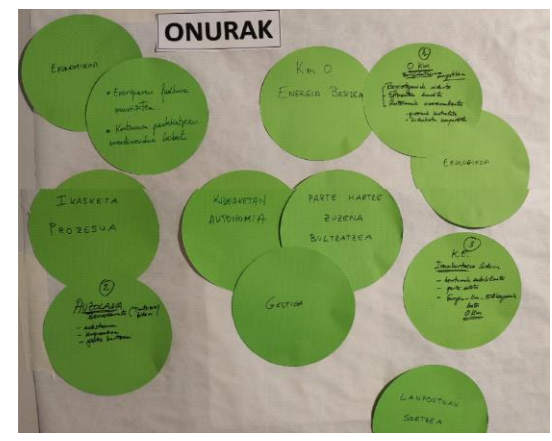
- 1.** Involve citizens and local communities so that they are protagonists in the energy transition.
- 2.** Promote a safe, sustainable, competitive and affordable energy supply for all.
- 3.** Develop monitoring and control systems to optimize in real time the different energy services of the municipality, according to the preferences of the community.
- 4.** Walk towards the creation of energy islands in the four municipalities of the project, sharing experiences.

5. NEXT STEPS

- Expansion of the microgrid
- Biomass boiler
- Electric car for municipal workers
- Recharging points
- Installation of batteries
- PV Streetlights
- Energy Community



6. ENERGY COMMUNITY



7. FUTURE STEPS

- Expansion of the microgrid to residential buildings
- Creation and installation of the energy community
- Improve sustainable waste management
- Control, supervision and intelligent management: adding monitorization systems
- Improve sanitation systems in the buildings that are not connected to the sanitation grid
- Political recommendations



Thank you!

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**ENERGIAREN
EUSKAL ERAKUNDEA**
**ENTE VASCO
DE LA ENERGÍA**



EKIOLA: CITIZENS' ENERGY COMMUNITIES

EUSKO JAURLARITZA

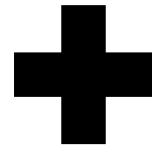


GOBIERNO VASCO

EKONOMIAREN GARAPEN,
JASANGARRITASUN
ETA INGURUMEN SAILA

DEPARTAMENTO DE DESARROLLO
ECONÓMICO, SOSTENIBILIDAD
Y MEDIO AMBIENTE

Partners involved



EKIOLA Energia Sustapenak, S.L.

Promoter of non-profit citizen consumer cooperatives, that build photovoltaic power plants (1 - 5 MW) to fulfil cooperative members' consumption

Main features



Sustainable

Photovoltaic energy production

Best size:
1 MW to 5 MW

Cooperative

Cooperative and community management

500 citizens or families, every member is assigned a certain number of PV panels to fulfil his/her consumption

Competitive

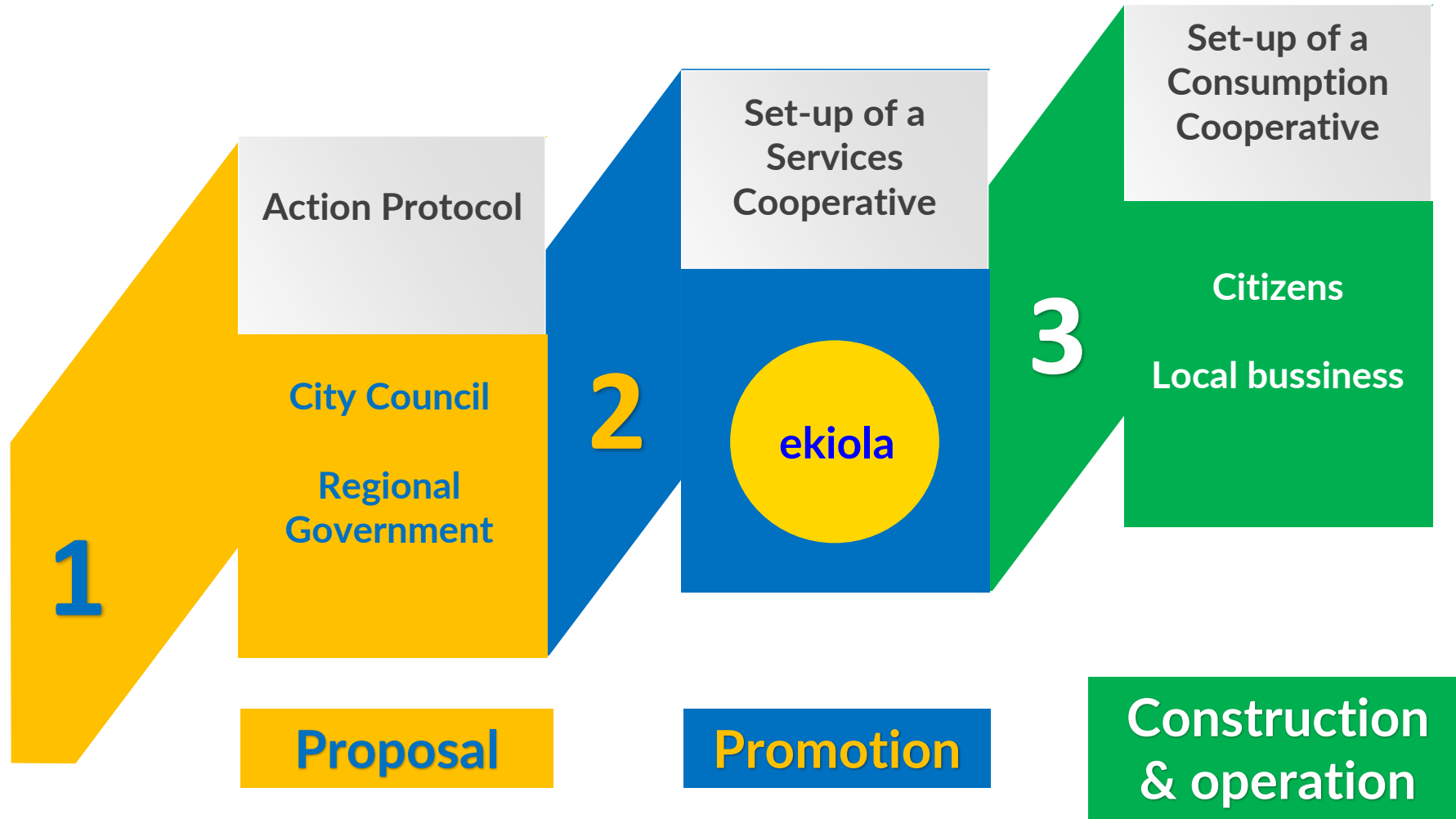
In design and management

No speculation: only the energy I consume

Closed project

Stable prices in the long-term

Phases and main actors



2 - Promotion

TECHNICAL



- Feasibility study
- Best on-site analysis
- Licenses and authorizations
- Technical development project
- Economic analysis
- Financing

PROMOTION

Services Cooperative
**EKIOLA TAKES THE RISK
IN THIS PHASE**



SOCIALIZATION

- Socialization plans
- Accession of public institutions
- Accession of local associations

3 - Construction and operation

TURNKEY CONSTRUCTION

Design and installation of long-term life elements

CONSUMPTION COOPERATIVE

Transformation into a consumption cooperative

ADMINISTRATION AND MANGEMENT

Management of the invoices

Management with energy traders

OPERATION AND MAINTENANCE

Performance guarantee

Preventive and corrective maintenance of the PV plant

TRADING / COMMERCIALIZATION

My own energy generated is shown on the electricity invoice



Main Advantages

Citizen energy community (UE) 2019/944

Democratization
of the
generation:
consumer-
owner

Citizens'
participation with
no restrictions

Cooperative
model business:
non-profit entity

Long-term
projects: 25 years

Energy 100%
renewable

In my area, with
my neighbours

Better social
acceptance of
small PV
plants

Fair price of the
consumed
energy

32% renewable by 2030
(UE) 2018/2001

Main Advantages



Azpeitia: 570 citizens signed-up



Arraia-Maeztu: 60 citizens signed-up



Energiaren Bidea

Euskal Energiaren Trantsizioa
Transición Energética Vasca

