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## For Sustainable Energy Europe Campaign 2005-2008

### **A European Campaign to raise awareness and change the landscape of energy**

Sustainable Energy Europe 2005-2008 is a **European Commission** initiative in the framework of the **Intelligent Energy - Europe** (2003-2006) programme, which will contribute to achieve the European Union's energy policy targets within the fields of renewable energy sources, energy efficiency, clean transport and alternative fuels.

### Partnership database

#### **Sustainable energy promotion and communication**

*Campaign to raise public awareness, disseminating knowledge, good practices and understanding regarding sustainable energy in Romania*

#### **Project Promoters :**

- o [SC DIALOG COM SRL, www.eficientaenerg.ro, CALARASI, ROMANIA](http://www.eficientaenerg.ro)

#### **Project summary :**

## The Plan for the Promotion of Energy Efficiency

**This is a strategic Programme for public information, conviction and mutual consulting, cooperation between authorities, producers and customers. This communication programme offers the wider public independent, reliable and practical informations:**

- **It's a strategic programme to stimulate cooperation between industry, government, knowledge centres and NGOs, local and regional governments, therefore to develop a public / private sector partnership ,through Experimental programmes ,for o promote and develop renewable energy and energy efficiency; to increase the share of bioenergy and build more energy efficient;**
- **This is a campaign integrating a sustainable holistic concept that combines energy, environment, traffic and transport and regional foods and products , for exchange of experience on monitoring and evaluation;**
- **How we assure the Energy Efficiency? -Through sustainable energy, renewable energy sources and rational use of energy. The programme's perspective is that innovative energy options, based on existing energy clusters, can make a substantial contribution to a more sustainable society.**

**We need about energy: certain and inexpansive, sustainable, ecologic and „intelligent”, in accordance with the international norms of environment protection : the Kyoto protocol is promoting clean energy as great value for companies. This project should be involved in the national effort of greenhouse gas reduction to combat climate change. In the current phase it is not possible to accurately estimate the environmental benefits.**

**Exactly what the European Campaign for Sustainable Energy 2005-2008 assert. Also, we want a sure future, agreeable and without „Katrina”! We can't stay inactive! The science means predict a global cold of climate about the middle of the XXI-th century: in the time of the years 2035-2045, the sunshine will touch the minimum!**

**Let's be partners to the Energy Efficiency Plan! „The partnerships in campaign contribute succesfully to the touch of the objectives of this Campaign, favouring signnificant the visibility of this Campaign.” – we advise The European Union.**

**Romania must be sustainable development and its approach to sustainable development-It also aims to contribute to the national energy policy targets, to reduce the country's oil dependency as a response to the increase of oil prices in the international markets.**

### General objectives of the project:

**1.This project benefit from public funding, but the industry has also to be willing to invest in new developments.Through the development of new, innovative energy solutions a substantial contribution can be made to environmental goals (e.g. reduction of greenhouse gas emissions).**

**2.The promotion of a lobby Campaign ( Romania-low Petre Naidin):**

-for the giving of fiscal incentives to the renewable energy producers, in according with a specific politics of majority EU countries and the United States(National Energy Plan- *inclusive the* credit for construction of new energy efficient homes; Credit for certain non-business energy property; Energy efficient commercial buildings deduction);

-the support of the fiscal devices for the investment programmes in energy efficiency and the development of energetic services; the set going of a Energy Economy Certificates (Certificats d'economies d'energie) in energetic and personal economy;the European Energy Award – related and quality management system.

3.The consulting in the access from finances inreimburse founds or in cofinancing in the investment field for the assure of the energy economy and environment protection or information: The presentation of a Finance Guide by Structural and Cohesion founds , Framework programmes of European Union, respective of the incomes of central and local budget, UNDP/GEF Energy Efficiency Financing Team, FREE - The Romanian Energy Efficiency Fund-is a financial institution providing commercial financing of investments projects aiming the rational use of energy (RUE-The Fund assists industrial companies and other energy consumers in adopting and use of modern technologies for efficient use of energy. Thus, the Romanian economy could be affected by the reduction of its final energy intensity and the mitigation of Green House Gases and other pollutant emissions. the finance from the Global Environment Facility ), finance by a third part.

4.The programme, dating of 2004, comprises energy efficiency information, education and training targeted for Calarasi County : thermal rehabilitation and modernization of the houses builded till in 1985,inclusive the penthouse build, and the rehability of central heating systems; the guaranty of finance sources. The project started with less than 10 visits per day.

#### Specific objectives:

-The information by documents of a companies in Romania- promotional materials about energy saving and renewable energy use ,such as leaflet, brochures, European Union materials ; It is also planned to disseminate the information to raise awareness and exchange Best Practices among other European countries.

-Development of my website; this is continuously expanded with new information modules and materials;

-Media actions: 10 appearances on national and regional TV, radio and newspapers, press conferences, conventions, workshop, communication campaigns to public administration , companies, public agencies and citizens on the theme of climate change and energy.

-Communication projects: 10 projects (education, campaigns, etc.) with partners; quiz presents information and answers

-Dissemination of good practices-in the organisation of training courses for designers and workers.

-Look for common new initiatives based on the good practices already identified.

#### Future partners:

Romanian Agency for Energy Conservation - ARCE, Ministry of Economy and Commerce, National Agency for Environment Protection, Ministry for Education NGO's, National Government Pilot project providing training to Small Medium Enterprises etc.

#### Beneficiaries and partners:

## 1. The Communities - Cities :

- Institutional for-the application of the legislation concerning the promotion of personal programs – energetics and economics - for the insurance of the energy efficiency, by the central alimentation with thermic energy; the partner-ship for the thermic rehability of dwellings from cities and towns, public system of illumination, the protect of health, social houses, offices sport halls, cultural and administrative buildings/non residential buildings; the promotion of the use of renewable energies, for example, the sun power, small scale and micro-CHP and heat pumps ;
- Instruments for energy management for-to reduce the energetic local consumption,maximise economic and community benefits of renewable energy whilst maintaining high environmental quality- in heat production , share of renewables in electricity production;;
- Experimental programme- Energetic optimization: to realize , through partnership, solar energy and photovoltaic plants; solar thermal , wood energy , geothermal heating and cooling systems; **best practice ventilation;**
- The programme - to reduce the municipalities' energy costs through the promotion of renewable energy sources and implementation of rational use of energy actions, through the exploitation of new energy market opportunities; to define the energetic balance of the municipality through an audit of energy consumptions ( that is -the optimisation of public lighting electrical grid together with the development of sustainable energy supplying contract; high energy efficient technologies will be applied in existing plants and new municipal building codes will be developed oriented to development;the creation of municipal energy managers; **efficiency measures; use of telecontrol to monitor;**
- Policy measures for-to reduce impact on the global climate change- to reduce human impact on the global climate change-the emissions of CO<sup>2</sup> from fossil fuels were reduced per inhabitant (biomass-based district heating and power generation, smaller scal district heating, district cooling, biomass boilers for households, energy efficient street lightning, energy efficient building/construction, solar panels, cycle paths, environmental friendly cars, biogas production );
- The Programme-the Social Dialogue for Energy Efficient Social Housing : training for renovated ; enlarging solar and renewable heat source for heat pumps;

## 2. The Communities - Rural areas :

- Action Bioenergy -biomass for conversion for power, heat in domestic heating and transport fuels -Generate of biogas (80% methane and 20% CO<sub>2</sub>) from animal waste products, as part of the farms, agro-food grounds or ecologic platforms; monitoring and administration of the Energy Consumption for the personal group of vehicles; the electrification of farms, promoting environmental-friendly technologies and energy supply;renewable energy generation linked to local distributed energy networks and high ecological standard water and waste infrastructure;
- Promotion-solar water and space heating and cooling ;
- Platform for-training of sustainable energy applications for the electrification , inclusively ,Renewable energy sources of farms-the Programmes SAPARD-EU - the thermic rehability ( many farms are still lacking electricity;, promoting environmental-friendly technologies and energy supply, as well as the reduction of social marginalization ); **developing local suply chain networks, linking bio-fuel producers with public sector users ;**

-The Developing alternative technologies for the production of fuel and chemicals from renewable resources such as agricultural residues (e.g., straw, corn stove etc.) ;

### **3. The Communities - National area –**

- Schemes for the implementation -the measures of use and increase of energetic efficiency in the public buildings , inclusive realization of the power survey for the buildings with the spread surface more than 1000 m<sup>2</sup>;

-National indicative targets for-The RES –Regenerated Energy Sources(reduce energy usage and carbon emissions, particularly in the public sector, facilitate, where acceptable, an increase in the current installed capacity of large-scale wind power schemes ) ;Energy performance contracting –for energy services in buildings ; Green electricity ;Economic instruments and incentives ;

-Promotion and training-for the creation of local and regional Energy ,Management and Environmental Agencies - **in transport and sustainable energy actions , for mobility management development and research dissemination** ,to work as partners and implement actions in the field of renewable energy sources, rational use of energy, energy demand management and high energy efficient technologies, developing energy plans for public and private organizations ( in defining CO<sup>2</sup> reduction, energy consumption reduction and a RES implementation;developing educational, and training initiatives in the region in order to increase the awareness about an efficient and sustainable ).

These actions are addressed to **certified auditors**, citizens, public administrations, industries, schools (students and teachers), and professionals;

### **4. Partnership of central and local public authorities and the final consumers-**

-Consultation –development and promotion of innovative financing instruments for legislation ,standards and norms -the fiscal stimulus( the subventions,quota VAT, to assist the payment for custom duties and income tax ) , for investments in renewable energy sources and the rational use of energy –the heat pump and solar plan ; Energy efficient commercial buildings deduction ; Credit for construction of new energy efficient homes ; Rehabilitation and extension of the heating system of city;

-Cross-country analysis -For support and technically, with local job creation and financially, through local investments -The financing of the investment project by the decrease of power consumption , monitoring and evaluation of different policies and measures ; The Common Program for guarantee of energetic efficiency in the house buildings on cities and towns;

-Forum- experimental programmes on solar energy and photovoltaic plants' use in those municipalities involved in the project ; Aiming for 100% RES supply by 2030-reducing the use of conventional fuel consumption-building The Solar to demonstrate the feasibility of RES technologies (local public authorities)

- Actions in encouraging -Dwellings with renewable energies- by replacing it with double glazing filled with argon gas ( a study for any new construction, produce the new construction with an energy performance going beyond the thermal regulation in force ,at least 8% less consumptions).The targets of the project are to decrease energy consumption in the sustainable village buildings in general by 50% ;

-Partnership to explore and pilot approaches to the reduction, reuse and recycling of IT was; renewable energy generation linked to local

distributed energy networks (minigrids) and high ecological standard water and waste infrastructure -Partnership of the public, private and social economy sectors ;

#### **5. The home consumers(owners associations) –**

-Promotion of best practice examples -for the insurance of the energy efficiency for the dwellings from cities and towns ,for heat,electricity production and transport, a strong sustainable social-economic development path: **residential buildings; toolset for improving the energy performance of existing buildings ;**

-Platform -100% RE supply target -Sustainable Energy to optimise the implementation of natural renewable energy schemes (of realising a carbon-neutral economy), introduction date technologies-capacity of large-scale wind power schemes, establish woodfuel as significant and recognised form of heating, solar thermal ou biogas plants-on biomass;

- The campaign – Platform for exchange of experience on monitoring and evaluation- example- “a Partnership to boost energy efficient lightbulbs-to adopt sustainable energy life styles; the diffusion of the use of low-energy light-bulbs (A class energy bulbs), to boost innovative and energy efficient products and technologies into market(to obtain-the discounts applied by some retailers )”; **the development and documentation of cogeneration projects;**

#### **6. The Energetic Services Company-ESCO and the energy consumers - the unroll of the complex projects and/or programs concerning the energetic efficiency :**

-Local integrated energy action plan to reduce the emissions of green house gases; the commitment of methods ,indicators and modelling of policy impacts;

-Actions focus on the search for financial contributions for different investments such as outlining climate investment and energetic efficiency programmes - **audit methods in air conditioning; education for retrofitting of social houses;**

- Pilot actions -General consultancy services provide information and raise awareness on reasonable heating costs and heat consumption - - Promotion of passive houses -to spread the experience of passive houses through creating documentation, awareness raising and the set up for Energy performance Certificates ; **high quality and low energy architecture;**

-Dissemination actions: on presentation of the passive house concept to specific target groups (energy agencies, local governments, industry)-to an increase in demand ; increase in supply of services and products in this field; about sustainable building and in particular to the passive houses targeted to wide public;

- Communal heating consultants -A campaign to raise the awareness of house owners for CO2-reduction and money saving possibilities by using energy efficient techniques- provides information on climate protection and motivates private households, trade and commerce to become actively involved in climate protection -aspects of room heating, energy-saving modernisation measur ;

- Promotion of energy management practices in the textile industries and plastics engineering; polygeneration in the food industry; to a reduction in CO2 emissions into the atmosphere , in industry –steel ,cement ,glass ;

#### **7.The producers and retailers of suitable equipments and machines – the obligations of the producers and retailers;**

- The operation -save energy and decrease the negative impact of pollution - clean our air and reduce greenhouse gas emissions; accelerating future technologies : RES and RUE technologies -photovoltaic, thermal solar, biomass heating systems, efficient appliances and lighting systems;
- Promoting for transport-Develop advanced battery technologies that allow a plug-in hybrid-electric vehicle- current battery technologies used in today's hybrid-electric vehicles store only enough energy to drive the vehicle in an electric-only mode;clean diesel regulations ; to use ethanol and biodiesel , for transportation fuels vehicles; progress towards reducing oil consumption for hydrogen technology research ;
- Application labels and minimum energy efficiency standards ;the transformation of the market for RES heating and cooling products ; efficient electric motor systems and lighting products; technology for energy efficient circulation pumps; reducing energy consumption: making efficient products the normal and best choice for consumers, retailers and manufacturers ;
- Strategic Travel Plan for development and diffusion of energy efficient distribution transformers and road ,street lighting ;eco-products in the construction industry;
- Establishing conditions for alternative to the traditional lighting technologies, so to permit national energetic saving that furthers the targets in the Kyoto Protocol- monitoring to decrease Energy Use and Carbon Emissions .

#### **8.The industrial consumers –**

- Methods ,indicators and modeling –for the insurance of the power consumption efficiency and administration; the annual monitoring of the consumption and the pollution; the evaluation and synthesis of the data;
- The Plan -Energy audits , energy accounting ,benchmarking activities ;

#### **9.The transport companies –**

- Reducing demand for -the limitation of the fuels consumption , therefore investments obtain by the decrease of consumption ; inclusively- to reduce their impact on congestion, pollution the environmental ;changing the way we fuel our vehicles , inclusively , use hydrogen; market demand for clean vehicles; transfer of traffic to less energy intensive modes;
- Forum – supply chain and market structures for -The bioethanol and biodiesel produced in the PLAN and its further utilization - to promote the use the public acknowledgement of the advantages of this alternative fuels from homegrown biomass;
- The Stimulus and Demonstration Biomass Plant ( Romania-0,5 Million tons capacity from production on sunflower , rapita and soya bean, that is to obtain in 2007-0,1 and 2010-0,3 Million tons fuels ) -optimize plant operations The Biomass : the exemption payment of accize , proposal lobby -The energy bill also provides a 30% tax credit for installation of alternative fuel stations (US) ; production technology marks ;

**-The Initiative champions the cause for fuel efficiency and alternative fuels ;promoting active management of fleet vehicles, consumption and business mileage**

**Duration :**

**07/20/2006 – 12/31/2010**

**Geographical scope :**

**ROMANIA-local,regional,national**

**Campaigning area :**

**Sustainable energy promotion and communication**

**Project beneficiaries :**

- 1. Central Public Administrations and Public authorities;**
- 2. Local Public Administration and Local authorities: Rural communities/ Municipalities and City administrations;**
- 3.Companies- Consumers industries/ Service companies/ Transport and energy companies/ Energy companies/ Building and housing companies ;Service companies -housing companies/ Building companies/ Renewable energy industry/ Handcrafter/ Enterprises -Individual users ,Corporate users ,Manufacturers of IT equipment**
- 4. Local & European green NGOs/ Technicians and professional associations / Local decision -makers in energy industry/ Energy related consultancies/organizations;**
- 5. Citizens: Individual consumers /General public;Farmers**
- 6. Education system - Students and Teachers; Engineers/ University/ Education (pupils and teachers)/ Scientific community/ environmental didactic laboratory and demonstration center**
- 7. Public sector :Health**

**Energy & environmental results :**

- 1. Now , year 2006 , the favourable impact and results are indirectly achieved through massive dissemination of knowledge on renewable energy and energy efficiency , the project will be focused for information, conviction and mutual consulting, cooperation between**



beneficiaries and partners- efficient appliances and sustainable energy technologies. However, to the development of knowledge and innovation ,follow-up actions are expected in rhr investments in feasibility studies and implementation of transition experiments , the equipments and investment in sustainable energy developments - producers and customers ,where to apply quantitative technical and financial measurement (in Romania- in the period until 2009 ,the total estimated investments :producers of electricity -€ 3,6 milliard ; environmental -1 mld ; the thermic rehablity of dwellings -3,4 mld ; to the renewable energy producers- 0,55 mld ) , therefore energy efficiency measures will be implemented.Any project aimed at changing energy-related behaviour through the disseminating knowledge, good practices and understanding regarding sustainable energy ,inevitably leads to environmental long term benefits.

**The objectives and proposals for The National Program and Policy- Efficient Use of Energy ,for Global Benefit ( corresponding to *Law no 199/2000-Petre Naidin* ) :Energy Indicator ( that is ,the Energetic Consumption for to produce an Unit from Gross National Product ) , in the period 2006-2009 , to lower with 2,5-3 % /year , face from the year 2001;to mention- 4 or bigger than average in EU ! . The economical assessed potential for energy efficiency improvement for sector ist:industry-13 % ; residential -41,5% ;transport and communications - 31,5% ; tertiary -14%.**

2. Pollution , congestion and environmetal impact -Through the development of new, innovative energy solutions a substantial contribution can be made to environmental goals -these green electricity produced -e.g. reduction of greenhouse gas of CO<sup>2</sup> emissions. (Romania: corresponding to first period from engagement -2008-2012 under the terms of the Kyoto Protocol ,the impact are measurable and has committed itself to reduce its GHG emissions by 8%, compared to corresponding emissions in the base year 1989.) In 2007 ,first date that is part –surplus from cap and trade 50 million tone of CO<sub>2</sub> equivalent /year and participation “Green Investment Scheme / ETS /Assigned Amount Units “ .

The Energy Sector ist the first source from pollution in Romania :especially ,on the burning of fuels-88% on the total emission of greenhouse carbon dioxide-CO<sub>2</sub> and nitrogen oxides-NO<sub>x</sub> ;90% in all sulfur dioxide-SO<sub>2</sub> ;72% from powders in suspension . The justification ist the technical state of equipments-80% on the thermal power plants have builded in 1970-1980 and district heating –now are the physique and ethical wear ; investments , in the transit period 2006-2009 , for the climate policy – about € 2,8 milliard ,in bigs plants from burning (inclusively ,price in the energy price). Therefore ,to apply :capacity building for Greehouse Gas (GHG) Emission Reduction through energy efficiency improvement ;promotion of cogeneration ,promotion of cleans and renewables technologies , especially wangles of fuel and to use hydrogen ,as energy vector.

**The objectives and proposals for:**

The Project -Capacity Building for Greenhouse Gas (GHG) Emissions Reduction through Energy Efficiency in Romania:  
Energetic optimization of the municipalities and cities for local project -Reduction of consumption in buildings-apartments and public system of illumination ; Rehabilitation and extension of the heating system ,installation of metering equipment , inclusively promoting decentralized

combined heat and power production –the cogeneration plant ; To promote the use of renewable energies ; **Thermal rehabilitation of the houses of the home consumers .Estimated reduction of 1 kg CO2 /year at the economy from 4 -5 Kwh/year ;**

**-The Project – Capacity Building for GHG precursors(with acidity effect –NOx,SO2 ,inclusively powders in suspension and sediment)**

**Emissions Reduction through Energy Efficiency in Romania : Energy Efficiency improvement ;Thermic rehabilitation and modernization to cleaner technology , of the company – bigs thermal power plants on hydrocarbons ,hard coal,lignite ,hydrocarbons ,refinery ,petroleum : estimated reduction 10% till in 2010;**

**- The Project-Sustainable Transport through the monitoring and administration of the Energy Consumption (moreover for NOx ,yet and the emissions from the heavy metals, powders in suspension and sediment )-fuel efficiency and alternative fuels , biomass-to-ethanol/biodiesel production technology ; discongestion traffic : estimated reduction 8 % till in 2010.**

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