



# European REislands

Project no.: AI-2002-032

Dissemination Activities

Panos Coroyannakis



# ISLENET

- **A Network of Island Authorities**
- **Created in 1993**
- **An initiative of the Islands Commission of the CPMR and the Western Isles Council**
- **Based in Brussels but fully supported by WIC in Stornoway – Western Isles**



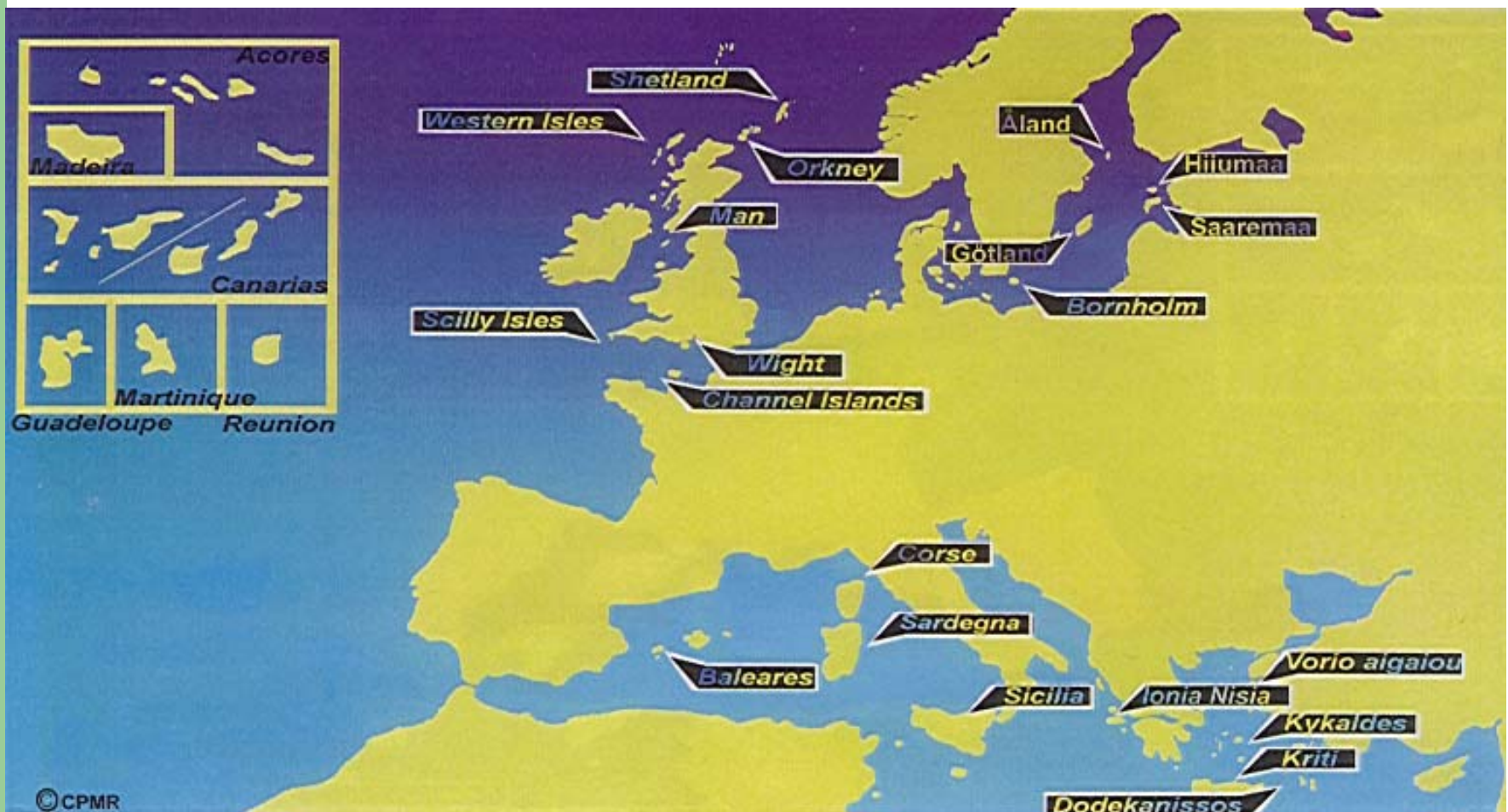
# A Network of Island Authorities

- **It promotes sustainable and efficient energy and environmental management.**
- **It actively pursues**
  - the adoption of local energy management strategies,
  - the development of renewable energy projects and environmental policies.

**These activities have an important effect on local economic development and promote a balanced approach to sustainable development.**



## Some of our partners



# ISLENET PROJECTS

- **Energy and energy research**
  - Promotion of RES and RUE (GREEN HOTEL)
  - 100% Renewable Islands (100 REN-ISLES)
  - New energy technologies (PV – FC – Hydrogen)
- **Environmental technologies**
  - Waste to energy solutions ( WTE-ISLE)
- **Sustainable Transport**
  - Electric vehicles in island communities (E-Tour)



# These projects demonstrate

That islands:

- can be significant poles of developing and testing new sustainable development technologies
- are committed to the cause of RES as part of their long-term energy strategy
- Continue to pursue the link between RES and local economic development



## Project partners

- Miljø Media (Denmark)
- APEM (Sicily - Italy)
- GEA (Gotland - Sweden)
- ITC (Canaries – Spain)
- PEPS (Sardinia – Italy)
- REAC (Crete – Greece)
- SEC (Samsø - Denmark)
- ISLENET (Belgium & UK)
- EREC (Brussels)



# Project's Main Objective

To increase the acceptability among the citizens of Europe of transforming our communities into energy-sustainable communities



## Short term objectives

- To inform about the benefits of 100% RE supply
- To document that a large-scale utilization of RES is possible
- To inform about the variety of energy saving options
- To inform about the multitude of technical solutions available
- To inform about the political, psychological and socio-economic mechanisms involved in a successful transition process
- To demonstrate that the economy of RE can be profitable for investors, industry, production companies and consumers



## Longer term objectives

- To increase the exchange of relevant information and experiences within the EU
- To inspire authorities and the population of other communities to initiate similar projects
- To enhance the motivation for practical actions towards transforming communities into 100% RE supply
- To facilitate the implementation of RE-technologies



# Dissemination Strategy

**To make the project material available to the largest possible number of people, and create effects in support of our objectives**

Much of the effort is aimed at creating positive attitudes towards RE and to assist in inducing a "spirit" of engagement and participation in RE-projects



# Target Groups

- Actors in ongoing and future RE-projects.
- Energy agencies and authorities at European, national, regional and local levels.
- Decision makers, MPs, MEPs in relevant positions.
- Energy planning consultants.
- Potential investors and entrepreneurs.
- Representatives of the media - local TV-stations.
- The general public of the EU.



## Dissemination activities

- Using the video
- Using the internet
- Using local promotional campaigns
  - Printed media
  - Short TV spots
- The European event



## The video

- **57 minutes long**
- **6 languages**
- **DVD version allows selection of language**
- **Available on demand**

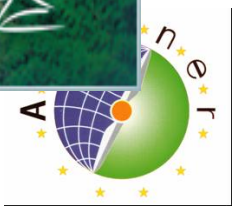


## The website

- Fully dynamic
- 6 languages
- Operational since May 2005
  
- To be maintained and updated for a minimum of 3 years



# The web site



# Web site content

- Project information
- Partner information + links
- Renewable technologies section
- Renewable islands section + links
- News section
- Video trailer (3 min downloadable)
- Articles – Publications
- Links to related sites



# Local promotional campaigns

- Organised by partner islands
  - Promotional media campaigns directed towards the inhabitants of the islands. These involve printed media, radio and TV. For the latter, short TV-spots are shown utilizing video-footage filmed under this project.
  - Workshops for members of other energy agencies and similar organizations.
  - Exhibitions at visitors centres, ferries etc.
  - Eco-tourism activities with special focus on RE-issues.



# The European event

- to promote the project ideas and materials produced at European level
- To reach (and influence?) European decision makers
- To show the video
- To demonstrate the work and achievements of European islands in the area of sustainable energy systems



## In Summary

- Successful projects in islands demonstrate the commitment of island communities to RES, RUE and environmental initiatives.
- Dissemination of sustainable energy activities is an important component in promoting sustainable energy and making it a part of our daily life.

**THANK YOU FOR YOUR ATTENTION**



## Web site

[www.europeanreislands.net](http://www.europeanreislands.net)