

Europe's energy future. You hold the key.



Sustainable Energy Europe Campaign: showcasing European projects dedicated to energy efficiency and renewable energy solutions.



'The Sustainable Energy Europe Campaign has helped us to share the benefits of our School Illumination programme with many public stakeholders across Europe.'

– Kinga Kalocsai, PR & Communications Leader, EMEA, GE Lighting, Budapest, Hungary



Green Growth. Europe's key energy targets are known as the '20/20/20' objectives. Achieving the targets will not only help the state of the environment, but will aid Europe's economic recovery.

Revolutionising energy use in Europe

Europe's energy ambition

The facts are indisputable: Europe's energy future will not – and must not – be identical to what it is today. Renewable energy sources must replace fossil fuels, and in our energy consumption we must embrace smarter and more environmentally-conscious choices.

The European Union created the Sustainable Energy Europe Campaign in 2005 as its major effort to promote energy efficiency and renewable energy sources. Now managed by the EU's Executive Agency for Competitiveness and Innovation (EACI), more than 1 200 energy projects comprise the Campaign. Sustainable Energy Europe is designed to spread best practices in sustainable energy technology, build alliances, and inspire new energy ideas and actions.

To be sure, Sustainable Energy Europe is first and foremost about helping to save the state of our environment. But leaders also recognise that modern renewable energy technologies and energy-saving measures could significantly help Europe get out of the current economic slump, and become more globally competitive. In 2007, European accord was reached on key energy targets known as the '20/20/20' objectives: By 2020, reduce greenhouse gas emissions by at least 20% compared to 1990 levels; source 20% of our energy needs from renewable energy sources; and cut 20% of primary energy use by improving energy efficiency.

The Sustainable Energy Europe Campaign is one of the many efforts that Europe's leaders are making to meet the '20/20/20' objectives. More efficient use of resources and energy and the application of new, greener technologies will stimulate economic growth as well as help the EU meet its environmental and climate goals.

Bringing energy to life

Sustainable energy matters

The Sustainable Energy Europe Campaign is a network of European projects to encourage renewable energy solutions and energy efficiency. Projects within the Campaign are managed by a European partner, but the effects of the actions need not necessarily be reaped in a European country. Since 2005, the Sustainable Energy Europe Campaign has attracted an average of 250 new projects per year to join the Campaign. The actions of each project must support the overall Campaign goal: to spread inspiring sustainable energy stories and act as a catalyst for the continued development, promotion and market uptake of sustainable energy technologies.

A selection of projects is summarised in this section. These five projects were the 2010 winners of the Campaign's top honour, the annual Sustainable Energy Europe Award (see page 9 for more information about the Awards).





Alternative Energy Program for Global Green Telecommunications

Project Promoter: Alcatel Lucent, France

More than one billion people around the world are currently living in areas off a power grid. Without access to a reliable grid, telecommunications operators often struggle to maintain power to their wireless telecom base stations. Alcatel Lucent

Alternative energies for mobile telecommunications

relies on solar and wind energy, emerging markets are able to replace their need for diesel generators that might otherwise power a wireless base station antenna 24 hours a day, seven days a week. This change is improving mobile communications, providing social and economic benefits and changing the lives of millions.

has developed a solution that is powering base stations in remote areas with alternative and sustainable energies.

Thanks to this technology that



Hungarian School Illumination Programme

Project Promoters: Ministry of Education and Culture, and General Electric Lighting, Hungary

The purpose of this programme is to create high-standard lighting and heating systems in school buildings in Hungary that do not receive state financing. In fact, the renovations are funded mainly by the energy savings made by the illumination retrofit efforts themselves.

Through the design and use of high-standard lighting and heating solutions, energy is being saved and CO₂ emissions

Reducing CO₂ emissions in schools

are being cut. In just four years (2006-2010), more than 1 400 primary and secondary schools across Hungary were retrofitted, and another 1 500 upgrades are planned. And as of 2010, due to the lighting improvements alone, energy consumption is being reduced by 40% in Budapest schools.



Solar.Now!

Project Promoter: Rural Energy Foundation, the Netherlands

The mission of the Rural Energy Foundation (REF) is to improve the living conditions of rural, off-grid households and entrepreneurs in sub-Saharan Africa by stimulating the development of sustainable markets for renewable energy products.

REF's Solar.Now! project is providing support and training to

Building a marketplace for solar energy

entrepreneurs in Burkina Faso, Ethiopia, Ghana, Mali, Tanzania, Uganda, and Zambia, and is helping entrepreneurs set up and develop renewable energy businesses. Making photovoltaic panels available at affordable prices is helping to build a marketplace for solar energy in rural areas where there is plenty of sunshine, but no existing electricity grid. Thanks to REF's efforts, since 2007 an estimated 332,000 people have enjoyed the benefits of a reliable household source of energy thanks to solar panels. The programme is also training installers, running awareness campaigns for potential users, facilitating access to loans, and advising local governments on suitable regulation.

What is sustainable energy?

Sustainable energy is a term commonly used to define energy that meets today's needs without compromising the ability of future generations to meet their own needs. Typically renewable energy sources, such as solar power, wind, hydroelectric, geothermal and biomass, and all measures to use energy more efficiently are included in this definition.



Sonne! Sonne! Sonne! / Sun! Sun! Sun!

Project Promoter: WBN: Büro für Kommunikation GmbH, with solar cell manufacturers Sharp Solar and Q.Cells, Germany

In an effort to reach youth (ages 13-24), inform them about renewable energy and motivate CO₂ reduction, solar cell manufacturers Sharp Solar and Q.Cells teamed up with MTV to create a humorous integrated campaign on television and the Internet (www.sonne-sonne-sonne.de).

Realising the power that puppets, animation and computer-generated images have in reaching the target audience, the creative forces behind the campaign created a series of fictional energy-experts: a toaster, a boom box, a mobile phone and a hairdryer. The campaign reached 16 million viewers in Germany.

Informing youth about renewable energies



ProjectZero: Turning Sønderborg into a Zero Carbon Municipality

Project Promoter: ProjectZero, Denmark

A true community effort, ProjectZero is a public/private initiative that aims to make the seaside city of Sønderborg (population 77 000) CO₂ neutral by 2029. Focused on five main areas – building renovations; green heat pumps and green district heating; on-shore and off-shore wind energy; biogas plants; and Smart Grid systems – Sønderborg is following an impressively detailed roadmap on what the region will do in the coming years to achieve its long-term goal. One example: ‘Bright Green Harbour,’ a project designed by Frank Gehry, will transform the old industrial waterfront into a vibrant area with state-of-the-art energy efficiency standards.

A CO₂ neutral city by 2029

Why join?



Projects within the Sustainable Energy Europe Campaign reap the benefits of belonging to a European movement that is convincing consumers of the benefits of choosing renewable energy resources and encouraging more responsible energy use. Check out the website of the Sustainable Energy Europe Campaign and submit your online application today!

Tell your story. The sheer breadth and depth of the collection of Sustainable Energy Europe projects is attracting European and even global attention from consumers, energy stakeholders, and journalists. Join the Campaign now. Your involvement will give your project the chance to be in the spotlight.

Inspire change. A lot is going on in the sustainable energy sector. The Campaign can help you to keep track of developments and enable you to discover innovative examples of sustainable energy projects across Europe. Check it out and get inspired!

Use the Campaign logo. Once part of the Campaign, you are granted the right to use the Sustainable Energy Europe logo. Add a European dimension to your efforts by joining the Campaign today.

Network with experts. Participation in the Campaign will enable you to meet fellow energy experts, share ideas, exchange information and make connections. Project co-ordinators within Sustainable Energy Europe essentially form an informal alliance of energy specialists dedicated to putting ideas into practice.

‘Taking part in the Awards Competition was an exciting experience. It is definitely helping to promote our initiative across Europe.’

– Peter Rathje, Managing Director, ProjectZero, Sønderborg, Denmark



Compete in EU Awards. Your project has joined the Campaign? It will automatically be considered as an entrant in the annual Sustainable Energy Europe Awards programme. After a pre-selection of finalists is carried out by an independent technical committee, a jury takes the final decision on winners and presents them during a ceremony at the EU Sustainable Energy Week.

The winners in 2010 were chosen from among 272 projects submitted to the Campaign by public authorities, private companies, European associations and NGOs committed to the promotion of energy efficiency, renewable energy and clean transport across Europe.

Be a part of EU Sustainable Energy Week. Organise an Energy Day, and you can become a part of the ever-growing EU Sustainable Energy Week (EUSEW). This annual pan-European event brings together representatives from the many private and public sectors interested in and dedicated to improving sustainable energy development. In 2010, the EUSEW triggered more than 300 sustainable energy events across Europe.

For more information on the Week: www.eusew.eu

➔ **Contacts**

For more information on the Campaign: www.sustenergy.org

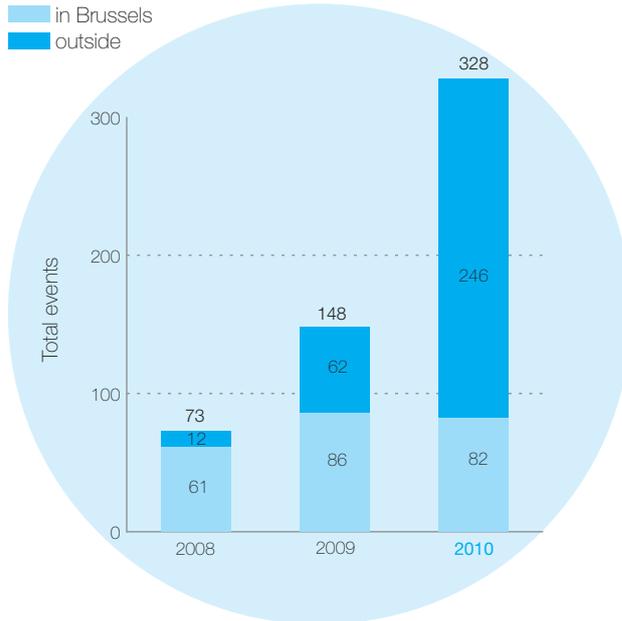
To join the Campaign contact: info@sustenergy.org

The Sustainable Energy Europe Campaign does not provide EU funding.

Facts & Figures

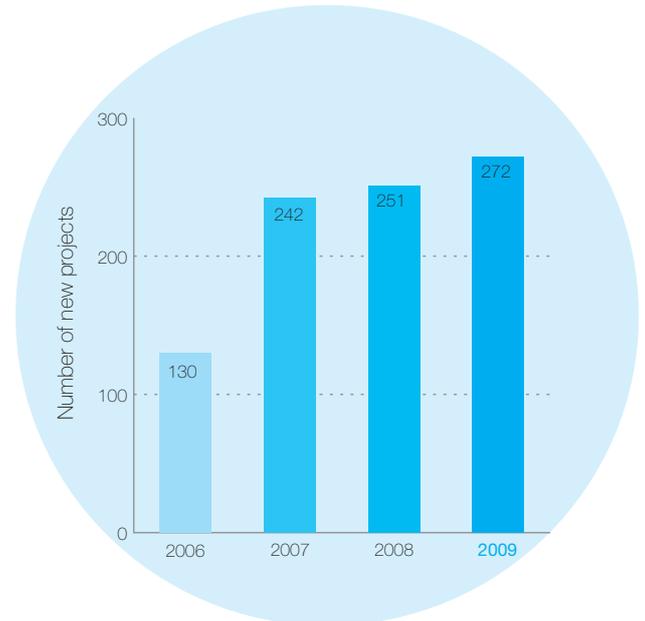
Quantity and quality.

The number of EU Sustainable Energy Week events has more than quadrupled since 2008.



Consistent growth.

Since the Sustainable Energy Europe Campaign was launched in 2005, the number of new projects joining every year has continued to expand.



Sustainable Energy Europe



Manuscript completed in 2010.

Executive Agency for Competitiveness and Innovation (EACI)
<http://ec.europa.eu/eaci/>

Luxembourg: Publications Office of the European Union, 2010.

ISBN: 978-92-9202-073-6
doi: 10.2826/21310

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Printed in Belgium

PRINTED ON WHITE CHLORINE-FREE PAPER



‘So much is going on in Europe in the sustainable energy sector that it is sometimes hard to keep track of all the developments. We are active in the Campaign because it inspires us to further innovate.’

– Willem W.B. Nolens MSc, Director, Rural Energy Foundation, Nijmegen, the Netherlands

