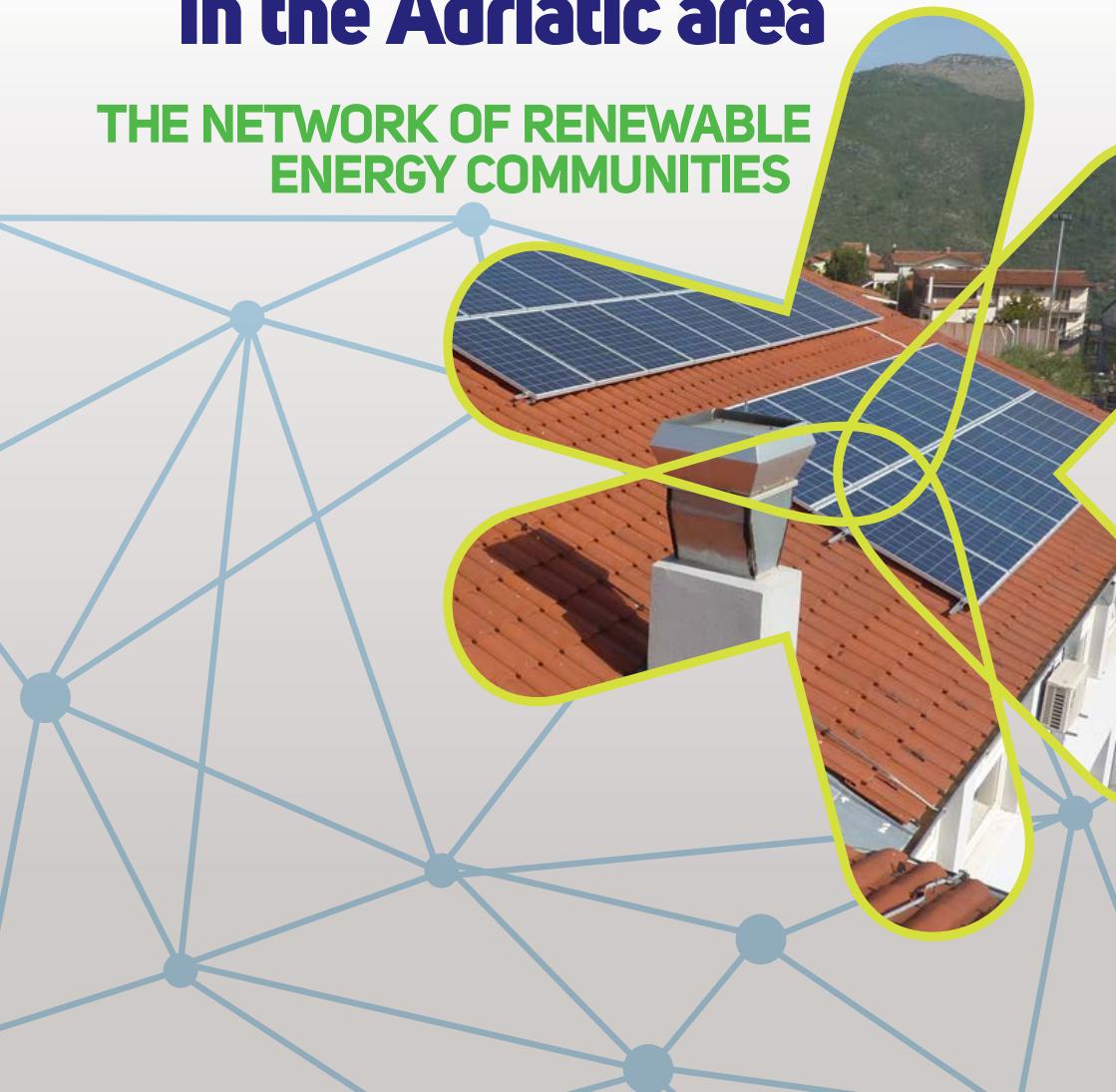




The project is co-funded by the European Union Instrument for Pre-Accession Assistance

# ALTERENERGY experience in the Adriatic area

## THE NETWORK OF RENEWABLE ENERGY COMMUNITIES





Partners



Lead Partner  
  
**PUGLIA REGION**

Technical Support  
  
Agenzia regionale  
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The Puglia Region considers the territorial cooperation with Europe and the countries of the Adriatic-Ionian and Mediterranean regions, an opportunity for an integrated development of the territories in a geographic area where to promote the common wealth with an outlook that extends beyond borders.

Responsible partnerships, wide-ranging cooperation initiatives and forward-looking development strategies, make our region a protagonist at a European and international level.

Rural development, energy, culture and tourism, innovation, mobility: these are the key sectors where cooperation has brought about the most tangible results, which are to be considered as a launchpad towards a new challenge, the building of the Adriatic-Ionian Macroregion.

The most important cooperation initiative for our Region, the ALTERENERGY strategic project, represents in this sense, a shared management model of the energy development policies in the Adriatic area.

The investments made and the concrete results achieved so far, place Puglia at the center of a dense network of flagship companies, at the forefront of the renewable energy sector, which will bear further fruit thanks to the new European program.

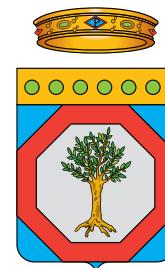
**Michele Emiliano**  
President of Puglia Region

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A project by Puglia Region, International Policy Coordination, Territorial Cooperation Unit, with the scientific support of Regional Agency for Technology and Innovation (ARTI Puglia).

## Lead Partner



**PUGLIA REGION**

The ALTERENERGY strategic project (Energy Sustainability for Adriatic Small Communities), co-financed by the IPA Adriatic Cross-Border Cooperation Programme 2007-2013 (Measure No. 2.3 – Natural and Cultural Resources and Risk Prevention – Energy Saving and Renewable Energy Resources), relied on a partnership of 18 different organizations, among regional governments, ministries and state energy agencies from all the countries of the Adriatic area: Albania, Bosnia Herzegovina, Croatia, Greece, Italy (Puglia, Abruzzo, Emilia Romagna, Friuli Venezia Giulia, Marche Molise, Veneto), Montenegro, Serbia and Slovenia.

As leading partner of the project, Puglia Region had the task to direct all the activities for the period 2011 - 2016, with the scientific support of ARTI Puglia (Regional Agency for Technology and Innovation).

With a total budget of 12.5 million euros, the ALTERENERGY international network has succeeded in creating, in each partner territory, replicable models for the management and planning of integrated actions of energy saving and production of energy from renewable sources, thus streamlining local policies and financial resources.

Manyfolds the results achieved: the project has, in fact, carried out tangible investments through 2 pilot actions and 7 demonstration projects, all designed by detailed studies and executive planning of infrastructure works, for the enhancement of energy efficiency in public schools and historical buildings, along with innovative technological solutions of mobility, sustainable heating and lighting. ALTERENERGY also produced a series of intangible results, in terms of a positive impact assessed at a social, cultural, tourist, educational, commercial and technological level: exchange of good practices, knowledge transfer, territorial animation activities, awareness raising campaigns, local economic development, internationalization of industry sectors and much more, in line with the Community objectives on climate and energy "20-20-20".

Sito web: [www.alter-energy.eu](http://www.alter-energy.eu)



## IT - Puglia Region (Lead Partner)

- **AL** - Ministry of Energy and Industry (M.E.I.)
- **BA** - Ministry of Foreign Trade and Economic Relations (Mo.FTER)
- **HR** - Region of Istria
- **HR** - Primorsko Goranska County (P.G.K.C.)
- **HR** - Split and Dalmatia County
- **HR** - Regional Development Agency of Dubrovnik and Neretva County (D.U.N.E.A.)
- **GR** - Region of Epirus
- **GR** - Centre of Renewable Energy Sources and Saving (C.R.E.S.)
- **IT** - Molise Region
- **IT** - Abruzzo Region
- **IT** - Marche Region
- **IT** - Emilia Romagna Region
- **IT** - Veneto Agricoltura - Regional Agency for Agriculture forestry and agroindustry
- **IT** - Friuli Venezia Giulia Region
- **ME** - Municipality of Kotor
- **RS** - Ministry of Mining and Energy (MoME)
- **SI** - Goriška Local Energy Agency (G.O.L.E.A.)

## The map of 63 ALTERENERGY municipalities: from the model to the "on field" operations

A total of 63 target communities under 10.000 inhabitants have been selected from across the areas of the Adriatic basin for the ALTERENERGY experimentation which, thanks to the project's financial resources, has tested unprecedented intervention models for the sustainable management of local energy resources. The strategic choice of programming and planning operations has led the community towards the definition of the ALTERENERGY model, aimed at a more conscious consumption and sustainable energy production.



A decisive role in this respect was played by the broad partnership, that signed memoranda of understanding with the local communities involved, implemented capacity building actions for developing the skills of technicians and managers, and produced 48 reports on energy efficiency (or updated local energy balance), together with 43 updated sustainable energy action plans and 63 feasibility studies carried out on target communities, which were selected through public notices or multilevel territorial analyses.

Particularly in Puglia and Albania, the experiment resulted in pilot interventions; while in Bosnia Herzegovina, Croatia, Greece and Slovenia the testing phase developed through demonstrative actions. Such initiatives have allowed the projection of each target community on the international map, strengthening their commitment to increase energy efficiency and the use of renewable energy sources, in accordance with the European cooperation movement "Covenant of Mayors" (whose goal is to reduce the carbon footprint by 20% by 2020). The dedicated web section "Alterenergy Target Communities" provides a thorough description of each experience and an overview of the geographic, economic and social aspects of each community, describing at the same time, the past initiatives in the field of energy and environmental sustainability, as well as those undertaken within the scope of the ALTERENERGY activities.

## The multi-level participation in the communities and the international visibility

Training, information and territorial animation on the subject of energy efficiency: the ALTERENERGY model was able to foster and consolidate a sociocultural practice, always ensuring a multi-target approach of active comparison among the Adriatic communities, which, from time to time, have been subject of specific interventions. Bonded by a spirit of commitment, all partners and actors directly involved in the implementation of the project activities, have developed skills and knowledge, but also the sensibility towards environmental issues as well as the trust in the energy rationalization measures promoted in every small urban centre. Both outside and within the ALTERENERGY territorial areas, and with the support of the local administrations, the strategic project has received support and has guaranteed the involvement of whole local communities. The information and the raising of awareness of the benefits and the opportunities resulting from energy efficiency actions and interventions, has taken root through multiple levels of communication:

- at an **INTERNAL** level among all partners, geographically distant, yet constantly in contact with each other, with the opportunity to meet during periodical meetings and share working documents thanks to a reserved and dedicated web area.
- at an **INSTITUTIONAL** level, reserved for building relationships with local, national and community institutions.
- at a **LOCAL** level, regarding the promotion of project activities through forums, events, trade shows, workshop for citizens, several innovative awareness raising campaigns.
- at a **MULTIMEDIA** level, through electronic newsletters, social media (Facebook account) and, above all, the online platform [www.alter-energy.eu](http://www.alter-energy.eu) which showcases the history, the experiences, and the project interesting results, for the future and the capitalization of the actions undertaken.
- at an **INTERNATIONAL** level, with the participation to and the organization of events held also outside the Adriatic area, and the dissemination of the project's results at European level, also thanks to the involvement of the media and the support of sectorspecific mailing lists, drawn up with the contribution of the whole partnership.

Integrated, transversal and with a specific financial budget: the communication strategy numbers a total of more than 200 events organized, with over 18.000 participants, more than 150 press releases and about 1000 articles published, over 50 participations to other events, more than 25.000 visitors on the project website, but also countless social media contacts, advertising spaces and media interventions in Tv and specialized magazines. Among the several activities, the information on practices in energy efficiency of the ALTERENERGY project was, from the very beginning, carried out parallel to the training of technicians and local managers who, in addition to the recognition of professional training credits, have gained valuable skills for a sustainable local management of the resources, especially thanks to meetings with experts. At the same time, the project has managed to reach out to economic operators through training activities, as a support to the business and the investments in the Adriatic area.

The most relevant event experiences that recorded a great participation though, are those originating from specific activites and awareness raising campaigns fostered in the framework of the strategic project. First of all, the didactic-theatrical path "OdisseAlternativa" which involved artists, teachers, students and whole communities in Albania, Slovenia and Italy, more specifically the regions of Puglia, Molise and Veneto. This is an innovative formula which quickly turned into one-of-a-kind experiment; initially a skills transfer workshop for actors, then a workshop for students, with shows open to the public and lastly, a manual for teachers and students which includes an illustrated theatre script, tools for the organization and direction of the show, information on how to recover and reuse recyclable material, make costumes and create scenes. In this way, the awareness-raising and promotion activites of energy sustainability developed through a true "knowledge relay", combining among other things, the puppeteer technique and Commedia dell'arte theatre tradition, with the creative reuse of materials of quick consumption. The numbers reflect the major results achieved: 14 cities involved, 283 workshop hours, 717 students, 13 shows organized and 2350 spectators.

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Strategic Project  
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Energy Sustainability for Adriatic Small Communities  
www.alter-energy.eu

Regione Emilia-Romagna  
Adriatic IPA

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Overall, the ALTERENERGY partnership presented many ideas and initiatives for the promotion of energy sustainability in the small Adriatic communities involved.

Educational seminars, info days, public events, interactive material and workshops for children and adults: learning the benefits and the opportunities of renewable energy sources and energy conservation has allowed, in some cases, for some of the project experiences to be heard in international contexts, such as the "United Nations Climate Change Conference" (COP21) in Paris or during the participation in the EU Sustainable Energy Week (EUSEW).

Finally, in Friuli Venezia Giulia, the awareness-raising activity has acted on multiple levels, making use of the public events within the strategic project as awareness-raising moments on the issue of climate change. The first action consisted of distributing and requesting the completion of questionnaires by the participants. Subsequently, by calculating the carbon footprint of the events in question, it has emerged that the impact of the organization of meetings and the means of transport used by the public, amounts to a total of 10.84 tons of CO<sub>2</sub>.



For this reason, the greenhouse gas emissions calculated, have been offset through the purchase of carbon credits on the voluntary carbon market, generated in their turn by a methan recovery project in a landfill in Piemonte (Italia). Furthermore, a memory card containing several articles and in-depth studies has been created and distributed, along with a personal carbon footprint calculator, created by the WWF, which allows the assessment of the carbon footprint and possible mechanisms and behaviours aimed at reducing it.



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## Supporting the investments in the Adriatic area and the creation of energy supply chains

The potential for ALTERENERGY cooperation in the sectors of energy conservation and renewable energy (RES and RUE) was measured through system measures and internationalization processes that go beyond just business. Investments, collaborations and transfer of technology into the Adriatic area, gave life to the concrete idea of how a European project can strategically strengthen support services for the PMI, both at financial and commercial level, and facilitate the relations among businesses and between businesses and investors.

Building on the analysis of the needs and potentials of the small and medium-sized enterprises involved, it was possible to jointly outline the scenario of the Adriatic energy market based on the frameworks of reference, at a partner country level, thanks to the support and the experience of all intermediate representative bodies (Chamber of Commerce, internationalization agencies, traders' associations, industrial districts etc.).

It was the whole ALTERENERGY partnership that accompanied hundreds of entrepreneurs towards a virtuous process, marking a turning point in the Adriatic cooperation in the sector of renewable energy sources and energy efficiency, through real opportunities for a joint development of business initiatives and investments.

The building of the "Adriatic energy chain" of small and medium-sized enterprises active in the RES/RUE sector, under the guidance of ALTERENERGY, has foreseen support actions to the joint business through dedicated activities of "capacity building": round tables, an international convention in Tirana and training sessions on a regional scale aimed to improve internationalization capacities (with focus on research in the field of renewable energy sources, incentives and funding, international markets, energy building, opportunities created from funds and the European programs 2014/2020, national and community incentives for investments, updates on the regulatory framework and the European technical standards on energy efficiency of buildings, certification systems etc.).





The strategy to provide an effective support to the economic system, however, has relied on meetings, events and networking (BtoB) of about 60 selected SMEs, for a total of 300 bilateral meetings, replicated on two different occasions: the first one in Belgrade, Serbia, at the "RENEXPO ® Western Balkans" trade fair (22-23 April 2015), one of the most important meeting points in the Adriatic area for investors, decision makers, public/local authorities and business leaders active in the field of renewable energy; the second meeting took place in Puglia (25-26 June 2015). On both occasions, the business matching process was combined with in-depth sessions on the frameworks of reference (particularly in Albania, Serbia and Slovenia) and the most recent innovations and the funding opportunities in the energy field, together with study visits to headquarters of leading-edge enterprises.

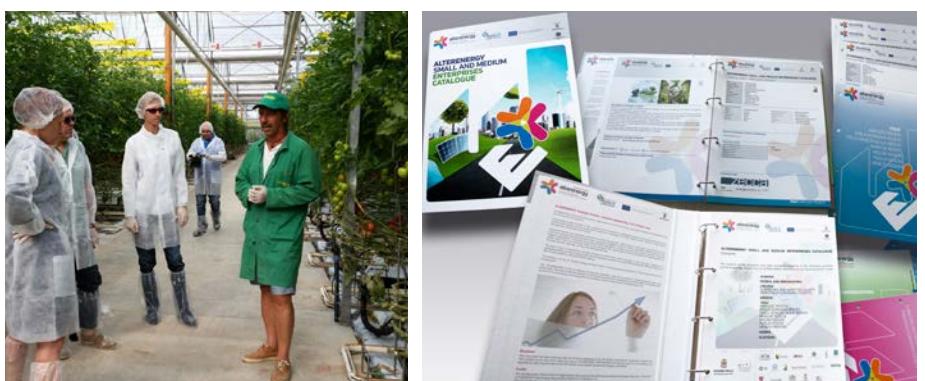
A total of 108 companies have been involved in the partnership and featured in the publication "ALTERENERGY Small and Medium Enterprises Catalogue" (available also online: [www.alter-energy.eu](http://www.alter-energy.eu) ), which contains detailed information about SMEs' profiles, activities and sectoral entrepreneurial interests. Following the large-scale operation carried out by the ALTERENERGY partnership throughout the Adriatic area, a business scouting service is finally accessible through an online project platform [www.alter-energy.eu](http://www.alter-energy.eu). Implemented by the Puglia Region, this service provides specialised information about investment opportunities and funding sources for internationalization activities in the project partner countries.

The goal is, therefore, to facilitate the access to new financial opportunities and enhance the competitiveness in the Adriatic areas. Additionally, during the set-up phase of the business development strategy abroad, and with the help of a tutoring service, the strategic project has even managed to draft a personalised internationalisation plans for 10 single SMEs located on the Apulian territory, with indications about the most appropriate foreign target markets and financial support instruments.

This is how the added value of the European territorial cooperation provides the opportunity to carry out concrete interventions, meeting the needs of a smart policy, for an innovative energy chain of small and medium enterprises active in the energy field in the Adriatic area. The imagined start-up pursues the goal of strengthening the ongoing relationships and developing new ones, building at the same time strategic systems for acting on a common market, thanks to the competitive repositioning of enterprises on international markets.

Taking into account the various levels of maturity of the energy markets in the Adriatic countries, as well as the different levels of penetration of technologies used for the production of renewable energy and

the energy efficiency systems, ALTERENERGY has contributed to the development of Adriatic energy supply chains, something that have yielded a high return in terms of economy and employment rates, bringing about a positive managerial development and production growth.



## From the project to the testing: pilot interventions and demonstrative actions

In order to demonstrate the efficiency of the territorial energy plans drawn up in the initial stages of the project, ALTERENERGY has concentrated significant financial resources on the application of its model, carrying out and testing in practice 2 pilot interventions, highly integrated in terms of technologies and methodologies.

In Puglia, in the selected community of Sant'Agata di Puglia, the activities have focused on the energy-related renovations of buildings and sustainable mobility solutions, favoring the conservation and the enhancement of the historic and architectural heritage of the territory. Two schools were subject of interventions (the primary school "Papa Giovanni XXIII", the secondary school "Antonio Salandra" and the vocational secondary school IPSIA - Pacinotti), along with the building of the former hotel "La Cisterna", a building recognised by the Superintendency of Fine Arts and Landscaping.

The implementation of extraordinary maintenance works on these buildings has allowed the improvement of the comforts, energy consumption and safety through targeted energy efficiency actions.

Concurrently with the economic savings, after the completion of the restoration works, the previously abandoned historic building "La Cisterna" can even provide the possibility for quality tourism and employment opportunities, thanks to a new hospitality management formula to be developed in the near future. The reduction of CO<sub>2</sub> emissions and air pollution was also aided by the replacement of a diesel bus with an electric one, purchased for public transport, which is soon going to have a very positive impact at local level.

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The implementation of the ALTERENERGY model in Albania, instead, concentrated on energy efficiency interventions on a municipal building and 9 public schools in the regions of Lezha (Shënkoll, Fushë Kuqe, Balldër) and Lushnje (Terbuf, Grabian). Overall, there have been 10 actions of insulation works and enhancement of the heating and lighting systems.



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Together with the 2 pilot interventions, the strategic project has carried out 7 demonstrative actions in Bosnia Herzegovina, Croatia, Greece and Slovenia as examples of a small-scale implementation of the ALTERENERGY model, testing specific, high value-added solutions in the field of energy saving and renewable energy (RES and RUE). Particularly in Bosnia and Herzegovina, the choice fell on 2 types of sustainable solutions for the community of Bosanski Petrovac: the replacement of mercury lamps with LED types for public lighting and the adjustment of heating installations, including the installation of ad hoc thermally insulated windows at the municipal building. In the small village of Čajniče, on the other hand, the interventions were targeted at the elementary school "Jovan Dučić" which, thanks to ALTERENERGY, is now equipped with a biomass heating system (instead of the older carbon-fueled one) and fluorescent lamps for the gym. Lastly, with reference to the public lightening, the choice was oriented towards high-pressure sodium lamps.



Another significant investment concerned the region of Epirus, Greece, where the installation of a geothermal heat pump will contribute over time to the improvement of the environmental ecosystem, by exploiting the free ground heat for the air-conditioning system of the public building that houses the offices of Thesprotia Regional Unit, in the community of Igoumenitsa.



Finally, concrete interventions carried out in several areas of Croatia, give various solutions of energy efficiency, which soon will bring about positive effects in each of the small communities involved in the strategic plan:

- in the Dubrovnik-Neretva County, where the coordinated demonstrative action by the DUNEA Regional Agency included the adoption of a photovoltaic system, solar thermal collectors for hot water and LED lighting for an elementary school in Ston;
- in the Primorje Gorski Kotar County was completed the installation of a 29.9 kW photovoltaic system, a solar thermal plant for water heating and a 90kW heat pump on the rooftop of the public building in Đavle, housing the kindergarten;

- in the Istrian County, the nursery schools of the municipality of Novigrad and Buzet were subject of integrated measures of energy efficiency and renewable energy (floor insulation, replacement of doors and windows, LED lights, hybrid heat pump with geothermal and solar energy, automatic control of the heating system etc.);
- in Split Dalmatia County, the roofs of the primary and secondary schools in Vrgorac were equipped with solar panels.

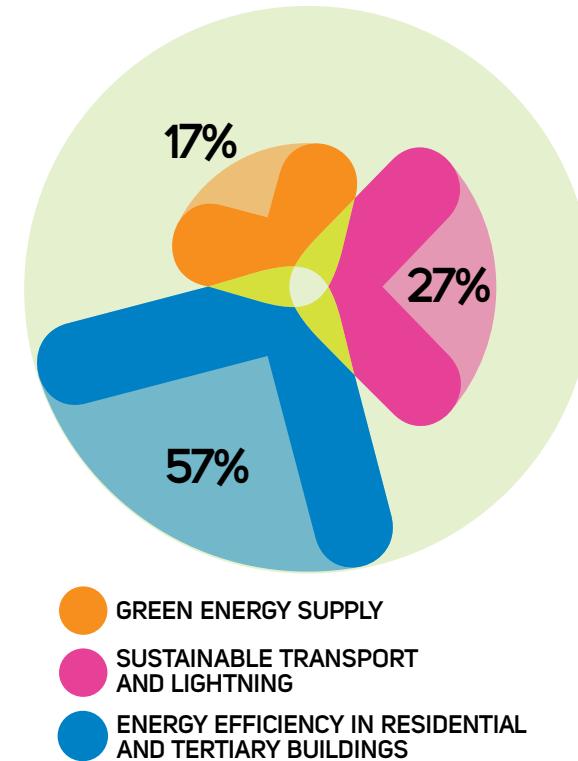


In Slovenia, a further investment in sustainable equipment was made by the partner Goriška Local Energy Agency (G.O.L.E.A.) in the sector of sustainable transport, in 5 pilot municipalities (Brda, Šempeter-Vrtojba, Miren-Kostanjevica, Divača and Pivka), where were also purchased 14 electric bicycles and charging stations for electric vehicles.



In total, the 2 integrated infrastructure interventions and the 7 demonstrative interventions added to the 30 interventions in the field of energy sustainability. The main goal of these infrastrucutre interventions referred to energy efficiency of buildings, which make up the half of the total investments made. Sustainable transport, green energy supply (solar and geothermal), energy-efficient lighting systems interventions follow.

## THE ALTERENERGY TECHNOLOGIES



These energy-saving interventions have targeted 18 schools, 6 mobility systems, 4 public buildings, 2 lighting systems and 23 municipalities, which today – in addition to significant results in terms of comfort, safety and quality of life – benefit from a substantial annual CO<sub>2</sub> emission rate reduction thanks to the savings in energy consumption and the use of low environmental impact vehicles.

## THE INTERVENTIONS' TARGETS



## Studies, technologies, impacts: the "trends" of project decisions

ALTERENERGY has produced 6 publications in support of the small Adriatic communities and for the management of initiatives aimed to improve energy efficiency and renewable energy sources, according to an integrated approach of global sustainability.

The deliverables "Integrated energy management models", edited by ARTI Puglia and available online ([www.alter-energy.eu](http://www.alter-energy.eu)), feature an analysis of the technologies with the greatest impact on the sustainable development of the energy sector; good practices of sustainable communities both at international level and in small urban centres of the Adriatic area; European, national and international regulations on energy efficiency and renewable energy; territorial characterization with the main demographic, economic and geographic data; energy profiles and existing energy planning, with focus on possible opportunities for investments in the field of green economy, guidelines for managers and citizens of small communities, and practical examples of possible interventions in key sectors, such as construction, transport, energy production, urban systems and governance. In general, the study shows how the small communities play a key role in their own energy sustainability and the high potential of the enterprises and the energy sector markets in the Adriatic area.

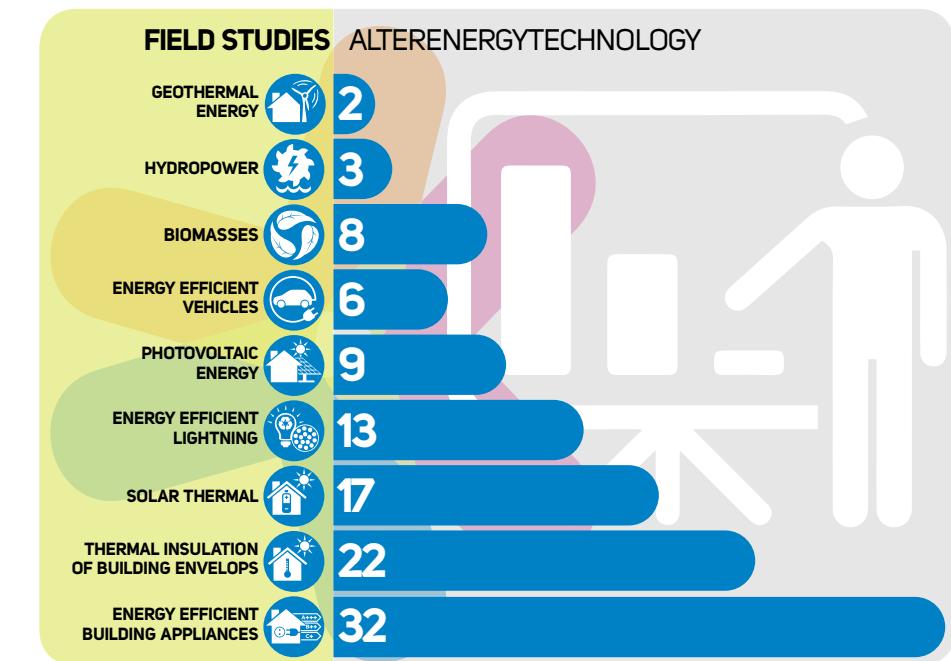
The defining of the common knowledge pool and the methodological basis in the field of energy has allowed ALTERENERGY partners to carry out the planned activities and to share the technologies, to identify homogeneous indicators in the Adriatic area and to detect the financial instruments also for covering further necessary investments initially not provided for in the project.

A total of 63 feasibility studies have been drawn up on as many interventions of energy sustainability. The studies have registered a great deal of attention towards the energy efficiency of residential and commercial buildings. Following: green energy supply, sustainable urban systems, sustainable transport and energy efficiency in industry and agriculture.

The studies have targeted schools, streets (interventions on mobility and lighting), public buildings and other public and private infrastructures. Highly energy-efficient devices for buildings and thermal insulation solutions represent the main technologies analysed by the feasibility studies.

Among the renewable energy sources, the preference went to solar energy (both thermal and photovoltaic). Furthermore, interventions of energy efficiency and renewable sources on public buildings have been considered the most viable solutions by the majority of target communities.

The feasibility studies are available on the Alterenergy website, possibly for communities with similar needs. 24 financial plans on additional energy sustainability interventions to have been successfully implemented, so far.



## RESULTS AND IMPACTS IN THE IPA ADRIATIC AREA



## The Alterenergy community: from the network to the replicability perspective

The technical and financial management of the programmed activities, including the monitoring and the assessment of each phase of the project, has led the broad partnership to an interesting exchange of good practice, providing a deeper knowledge of the territories and the potential at every level across the entire Adriatic area. The multilevel governance model that ensued, came to life through an articulated and gradual process which made it possible to create and pass on a legacy made up of concrete examples for the replicability of the experiment in other analogous contexts, but also of a far-sighted idea of capitalization of actions taken for the development of energy sustainability in the territory that meets the challenges of the IPA Adriatic Cross-Border Cooperation Programme 2007-2013.

Using an innovative approach, the ALTERENERGY community network has blazed a new networking trail, encouraging and supporting the involvement of public administrations in charge of local energy policies, of citizens and economic operators, along with universities, research institutes, energy agencies and the media. All these are final beneficiaries of a forward-looking process of active involvement, an experimental testbed which provides concrete opportunities in view of the European Cooperation Programmes 2014-2020 and a new vision for the Adriatic-Ionian Macroregion (EUSAIR).

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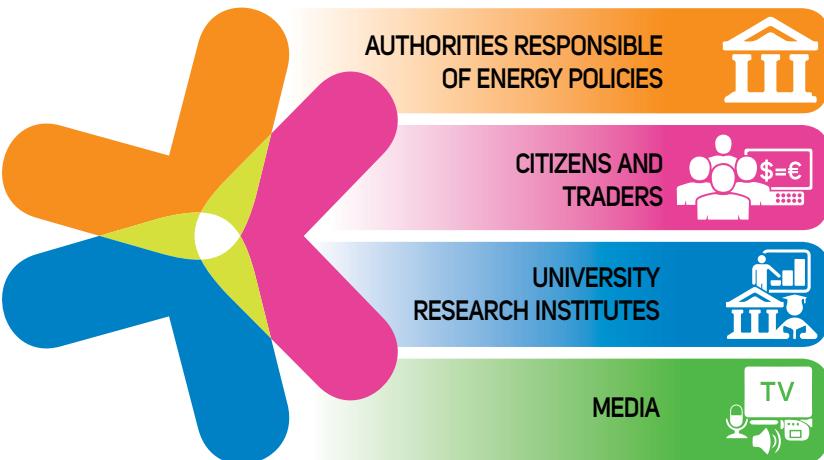


- 6 TECHNICAL DELIVERABLES (KNOWLEDGE BASE)
- 22 CAPACITY BUILDING REPORTS
- 48 ENERGY ASSESSMENT STUDIES
- 43 SUSTAINABLE ENERGY ACTION PLANS
- 63 FEASIBILITY STUDIES AND 24 FINANCIAL PLANS
- 3 GENERAL ENERGY PLANNING GUIDELINES



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## PROJECT BENEFICIARIES



## THE ALTERENERGY MODEL



# The ALTERENERGY experience in the Adriatic area

## THE NETWORK OF RENEWABLE ENERGY COMMUNITIES



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### Disclaimer

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