



Grant agreement no.: FP7-229947

INRES

Insular regions cooperating for maximising the environmental and economic benefits from research in Renewable Energy Sources

Seventh Framework Programme – Capacities (Regions of Knowledge)
Support Action

Work package 5 (Dissemination & Communication) Deliverable 5.3 (Report on the Project Dissemination & Communication Activities, interim version)

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PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





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1. Summary

A plan for dissemination and communication is a partial requirement in the INRES project. The current document provides a status relative to that plan. Most of the anticipated activities are well on their way, but one survey of SMEs is behind the schedule, but the delay is not serious. We are at the moment at month 18 out of 30.

2. Introduction



INRES is a *support action*; it is essentially a cluster that co-operates within renewable energy sources (RES). The duration of INRES is 30 months, starting from 1 Apr 2009 until 30 Oct 2011, and the total budget is 982,000 EUR financed 88% (direct costs 100%) by the European Commission.

The project concerns the three European insular regions: Canary Islands (Spain), Crete (Greece), and Samsø (Denmark). Each of the three regions participates with a group of three partners: a public authority, a research centre, and an enterprise. That makes nine partners; a tenth partner from Rome (Italy) facilitates inter-regional communication and analysis. The following list summarizes the objectives and the expected results (grant agreement, annex 1).

- *Main objectives.* To analyze the state of the art among the partners, to build a network, and to implement a common action plan for developing renewable energy technologies that support the self-sustainability of the islands.
- *Expected results.* Trans-regional policy cooperation and learning; acknowledgment and better exploitation of linkages between regions and increasing the potential of technology transfer dynamics beyond the regional dimension; team building across regions; sharing of knowledge; and networking among partner regions and with other European regions that have obtained good results from RES technologies implementation.

Work package 5 concerns dissemination and communication, and this report is a deliverable under that work package (D5.3). The objective of the deliverable is to report all activities, including participation in events and published articles. The report has two deadlines, where the first version (month 12) is an interim version of the final cumulative report (month 24).

The present report is a follow up on the previous deliverable *Dissemination & Communication Plan* (D5.1).

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3. Status of the Components and Tasks of the Plan

The plan contains six tasks T5.1 - T5.6 defined below. The table in the appendix shows the time schedule.

T5.1 Definition of a Communication and Dissemination Strategy

The grant agreement (Annex 1) specifies this task as follows.



- *Objectives.* To enlarge and reinforce the impact of the INRES actions to further regional key actors (public administrations, research institutions, sector relevant enterprises, scientific and industry experts, etc.) within the project regions; to define and implement an effective and well targeted information and communication campaign directed to the SMEs in order to encourage the adoption of RES innovative technologies; to participate to several workshops in different EU regions in order to create and multiply the learning opportunities for the regional clusters, partner in the project; to promote project objectives and achieved results to other regional key actors external to the network's geographic coverage; to enhance the impact and guarantee the maximum visibility of the project at European level; and to ensure the dissemination of project results and sustainability of the actions.

We have defined a communication and dissemination strategy, and it is described in a document (deliverable D5.1). The document specifies the actions we decided to take, to meet the dissemination and communication requirements in the grant agreement. That deliverable has two deadlines (month 6 and 30). It appears that the final deadline of the plan is later than the final deadline of the report (grant agreement, Annex 1). This makes only little sense, and we therefore swap them around, so the final deadline of the plan will be before (now month 24) the final deadline of the report (now month 30). The swap is marked in the schedule in the Appendix.



According to the plan INRES is to organize three regional and three inter-regional workshops. Additionally there is to be at least six staff exchanges.

Status

We have developed a network between the participating regions in order to share experiences and written material (educational, promotional). The project has until now organized three regional workshops, one inter-regional workshop and one staff exchange.

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- *Regional workshop on Crete, 10 Mar 2010.* Workshop with presentations by the Cretan INRES cluster followed by open discussions between the panel and the audience. Participation from SMEs, hotels, local and regional authorities, academia, and NGOs; 150 participants in total. Wide media coverage (local TV and radio, press release in newspapers, Internet press, and web sites). Report: TEAB, REAC and FORTH (2010), *Crete Regional Workshop Report*, Deliverable D3.2a (www.inresproject.eu)
- *Regional workshop on Samso, 16 - 17 Sep 2010.* Public energy fair with presentations by invited SMEs and equipment suppliers. Discussions between the public and the exhibitors, as well as food and drinks. The general public are interested in renewable energy solutions since investments are economically viable and environment friendly. Participation from SMEs, local authorities, local public, and regional public consisting of summerhouse dwellers since the schools had their autumn break; about 380 participants. Media coverage in the local press (7 advertisements and 2 articles). Report: Marcel Meijer (BS), *INRES Workshop Report*, 2010, Deliverable D3.2b (www.inresproject.eu).
- *Regional workshop in Canary Islands, 21 Jun 2010.* Public energy fair outdoor in a park in Santa Cruz, Tenerife, on the day of the summer solstice. Presentations by members of the INRES cluster as well as local and regional authorities followed by a workshop. Participation from SMEs, local equipment suppliers and research labs, local and regional authorities, and the general public. Report: *pending*.
- *Inter-Regional workshop in Crete, 27 - 28 April 2010.* Morning session with presentations by local authorities, academia, and RES players, followed by an afternoon creative workshop with two groups: 1) RES policies and 2) RES technologies. Day 2 consisted of technical visits to: an energy conscientious hotel (Mövenpick Crete Hotel), a wind energy lab (Technological Education Institute of Crete), and two producers of solar thermal energy (Kipriotakis and Creta Sun). Over 70 people from different RES business areas (solar and PV system manufacturers, consultants, hotels), academia, public authorities etc, participated in the main workshop, while 24 technology and policy experts joined the two Working Group sessions. Report: FORTH, REAC and TEAB (2010), *Interregional Workshop, Crete*, Deliverable D3.3a (www.inresproject.eu).
- *Staff exchange, Canary Islands to Samso, 29 - 30 Sep 2010.* Salvador Suarez from ITC of the Canarian cluster attended a staff exchange organized by the partners of the Samso cluster. It was an opportunity to discuss technology and future opportunities in depth. We did identify some possible areas of future collaboration as documented in the report. Report: SE, SEA and BS (2010), *Staff Exchange Report*, Deliverable D3.1a (www.inresproject.eu)

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Target groups reached:

- Internal to the regions: local authorities, politicians, academia, SMEs and other relevant enterprises, skilled craftsmen, journalists, students, scientists, the general public.
- External to the regions: regional authorities, SMEs and other relevant enterprises, journalists, the general public.
- Between project partners: engineers, skilled craftsmen, managers, project managers, and development staff.

T5.2 Creation of the project promotional material

According to the plan (D5.1) the project leaflet on paper is to contain: The logo, a description of the activities, technologies already applied in the islands, technology foresight, contact details, and a reference to the website. The regional representatives may translate it into their national language, if necessary.

Status



The project leaflet was produced according to the specifications. The first version, which appeared early in the project, was a simple two-page version (Word) to be printed on a printer. Later in 2010 the Canarian cluster produced a nicer version, with almost the same contents, by means of professionals (format A5, 4 pages, folded). That version was printed by a printing office, but it is also available as a PDF file on the website (INRES 2010, *Project Leaflet*, INRES deliverable 5.2). It was not necessary to translate the project leaflet into national languages. We distributed it at the Ecomondo fair in Rimini 2010.

The project logo appears in the header of this document. The round pattern symbolizes a village square, an *agora*, where people meet to discuss, trade, and make arrangements for the future. It is available in several formats for Web and printing on the website (internal website).

Target groups reached: website visitors, participants in the regional and inter-regional workshops, participants in the Ecomondo Fair 2010, participants in the clusters to clusters session at the Ecomondo Fair.

T5.3 Website creation and administration

According to the specifications, the website is to present the project and its services, easy access to information for the users, a password protected member area such as a common workspace, and an email alert system that will notify members of important new information.

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Status

The website has been created, and it is up and running since May 2009¹ (hosted by one.com). It contains: Summary, Objectives, Project phases, Project schedule, Deliverables, Partners, and Contact details (fig. 1).

There is further an independent, *internal*, and password protected website² (hosted by Google). It is for the project partners and their collaboration, and it contains: Message board, calendar, file area, and a mail list for the members.

A mail list for subscribers, so that for instance SMEs can be alerted of any news, is *pending*.

We have further an educational server on which we collect educational material. It contains the distance learning environment Moodle³. At our second INRES project meeting it turned out that all partners have Moodle, and that is a major opportunity to exchange teaching material and even courses. We have furthermore installed a so-called Wiki⁴, in which we can contribute web pages of learning material, as they are built. We have built an online handbook for renewable energy, and this will be used in connection with the staff exchanges and promotion to external visitors.

We have by now a brief statistic concerning the external website (Fig. 2). It shows an almost exponential increase in the number of visitors. The numbers on the figure are the average number of visits per day averaged month by month covering 13 months until mid October 2010. The maximum is 22 visits per day, which is good for a website for a project.

Target groups reached: INRES partners, staff exchange participants, school children, students, scientists, craftsmen, administrative officers, EU officers.

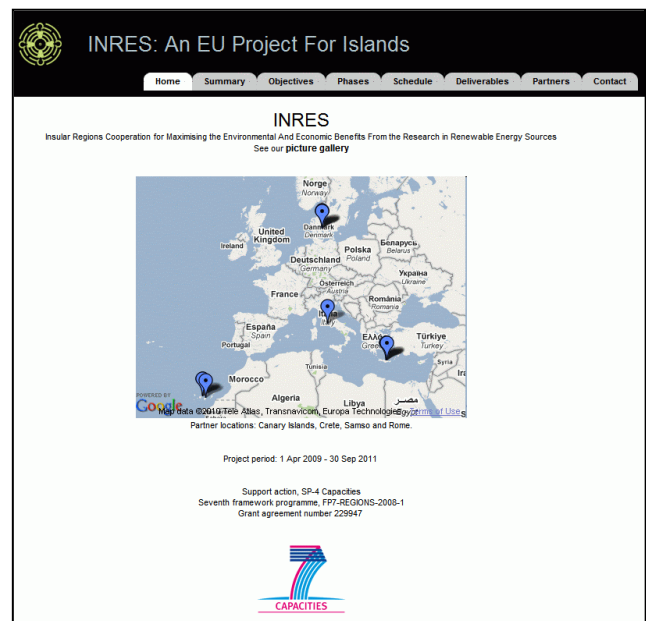


Figure 1. External website home page.

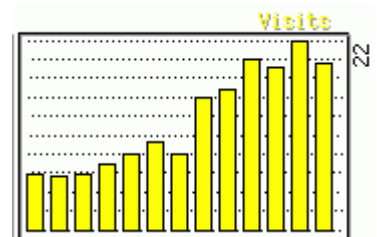




Figure 2. Visits to the external web site.

¹ <http://www.inresproject.eu>
² <http://www.inresgroup.eu>
³ <http://seacourse.dk/moodle/>
⁴ <http://seacourse.dk/wiki>

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T5.4 Database Creation and Management

According to the plan (D5.1), a database of local players will be set up with input from the cartographic competence schemes (work package 2). It will be on the internal website, since it will contain personal information of our contacts. But it will be accessible to the project officer, who already has a user ID. We will insert public information on a world climate action map⁵. It is intended for cities and municipalities with climate projects and buildings, and its objective is to educate, inform, and inspire.

Status

The current state is that we have not yet built a database of local players on the internal website. The information is available from the cartographic competence schemes, but the organization in a database is *pending*. Furthermore, the climate action map initiative went bankrupt in the meantime, and their web pages are now closed.

However, we managed to take an alternative action. We built our own map in Google (Fig. 3). It contains 68 enterprises, each marked with a needle on a map. A click on a needle brings up information about that enterprise, such as its web address. All information is public, gathered from their own promotion material. The map is therefore public, and it is available from the INRES external website.





Figure 3. Competence map.

Target groups reached: INRES partners, users of the external website.

T5.5 Performing Dissemination to Selected Target Groups

According to the plan (D5.1), the partners will participate in a major event toward the end of the project. It will be in connection with a reputable international event dealing with energy or environment, for example: European Renewable Energy Policy Conference, Renewable Energy Exhibition, European Photovoltaic Solar Energy Conference and Exhibition, European Energy Wind Conference and Exhibition, UN Climate Change Conference.

⁵ <http://www.climateactionmap.org>

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Status

The following is a list of the actual dissemination activities and the events we have participated in, so far.



1. *Workshop in Martinique, 3 - 5 Nov 2009.* Organized by the Conseil Régional de la Martinique and the European Commission (DG Regio, DG Research). The INRES project was selected as a Regions of Knowledge project with the participation of remote regions. A video was prepared, and it is available from the Internet⁶.
2. *WIRE: Week of Innovative Regions in Europe, Granada, 15 - 17 Mar 2010.* Three conferences merged into one, hosted by the Spanish government⁷. One of the three conferences concerns the REGIONS calls within the EU framework programme 7, under which INRES belongs. Lucia Dobarro (ITC) participated with an abstract and a poster, which are available on the external website.
3. *Intersolar Europe fair, Munich, 9 - 11 Jun 2010.* The world's largest exhibition for the solar trade with 1 900 exhibitors and 72 000 visitors⁸. Bernd Garbers (SE) presented his INRES collaboration with Danfoss concerning pumping stations for thermal systems. See the picture album on the external website.
4. *Smart Technologies Forum, Munich, 23 - 24 Jun 2010.* A conference on energy systems, energy technology, intelligent metering, intelligent grid, and smart homes⁹. Bernd Garbers (SE) participated as an invited speaker. He presented the Samso experience and how INRES helps to transfer it to other communities. See the picture album on the external website.
5. *Ecomondo Fair 2010: Ecobusiness Cooperation Event, Rimini, 3 - 4 Nov 2010.* Ecomondo is a large Italian annual fair for sustainability, energy and waste. There were 63 000 visitors in 2009. All partners of INRES participated in the fair. Several INRES partners participated in a business to business event. All participating businesses entered a profile in an online database; thereafter all businesses could request meetings with the preferred partners. Each meeting took 20 minutes, interrupted by a whistle, after which the participants changed table for the next meeting. All INRES clusters participated. See the picture album on the external website.
6. *Ecomondo Fair 2010: Cluster the Clusters, Rimini, 4 Nov 2010.* At the Ecomondo Fair there was a session for clusters arranged by Enterprise Europe Network. Lucia Dobarro (ITC) presented INRES to the other clusters that were present, and distributed the INRES leaflet. See the picture album on the external website.

⁶ <http://www.cognosfera.tv/index.php?id=174&modores=recientes&tag=&categoria=&tema=&pagina=&fecha>

⁷ <http://www.micinn.es/wire>

⁸ <http://www.intersolar.de>

⁹ <http://www.smarttech-forum.com/ruckblick/programm-2010/>

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7. *Various INRES presentations by Bernd Garbers (SE):* 1) Samsø Energy Academy, 12 Oct 2010, oral presentation to 12 urban planners from a university in Uzbekistan; 2) Krogerup Folk High School, 26 Oct 2010, oral presentation to 13 international students; 3) Samsø Energy Academy, 27 Oct 2010, oral presentation to the Chamber of Commerce of Girona, Pont Tecnologic Girona, and QNORM, 5 persons from the municipality and one Spanish private company working with biomass; 4) Samsø Energy Academy, 28 Oct 2010, public information meeting on PV panels and household wind turbines, 40 participants; 5) Samsø Energy Academy, 10 Nov 2010, presentation to a Japanese urban planner; 6) Samsø Energy Academy, 11 Nov 2010, presentation to the region of Varmland, Sweden, 20 persons; 7) Samsø, 23 Nov 2010, presentation to a Chinese TV channel (CCTV); 8) Samsø Energy Academy, 24 Nov 2010, presentation to 1 person from UNEP, Risøe DTU research lab.

8. *Various INRES presentations by Jan Jantzen (SEA):* 1) University of the Aegean, Chios island, Greece, 1 - 25 May 2010, teaching a course on renewable energy economics to Greek students of engineering, 30 students (participants list available). 2) Samsø Energy Academy, 11 Mar 2010, presentation to the three French hi-tech clusters TENERDIS, S2E2, and CAPENERGIES. The objective of their visit was to find business partnerships in Denmark. There were 14 delegates including the organizer from the French embassy (participants list available). 3) Samsø Energy Academy, 2 Jun 2010, a course to engineering students from Hochschule Darmstadt, Germany. The topic was renewable energy economics, 31 students and 2 professors (participant list available). 4) Samsø Energy Academy, 21 Sep 2010, presentation and guided tour to 1 person from the Chartered Institution of Building Services Engineers. The objective was to study research and practice regarding renewable energy in various European locations (participant list available).

Target groups reached: the general public, participants to the professional events, specialists, managers, students, school children, journalists.

T5.6 INRES Project Performance Assessment

According to the plan (D5.1), the impact of INRES is to be measured by means of a survey among SMEs in two parts. Part one will be conducted early in the project, and SMEs will be asked: to express an opinion on the current RES policies, to assess the existing measures for encouraging the research transfer to SMEs, and whether the SMEs are aware of existing measures in other regions. Part two will be conducted at the end of the project. It will be based on the same questions in order to evaluate the impact of INRES.

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Status

We have actually formed a questionnaire of six questions, and they have been answered in Samsø (20 respondents) and in the Canary Islands (32 respondents). Answers from Crete are *pending*. The questionnaire forms the basis for a barrier analysis, and barriers are divided into external and internal barriers, thus allowing for a SWOT analysis at the same time.

Preliminary conclusions indicate that internal and external barrier levels are correlated, such that whenever there are internal barriers there are also external barriers. It looks as if the level of barriers is almost the same in the Canary Islands and in Samsø (approximately 0.55, where 0 means 'no', 1 means 'yes', and 0.5 means 'maybe').

Target groups reached: SMEs, municipalities.

4. Conclusions

Looking back to the project objectives, the dissemination and communication plan is expected to contribute to trans-regional policy cooperation and learning, especially due to the staff exchange and the meetings. The single staff exchange performed so far does enhance the team building across regions, and we expect much from the remaining five.

The SME survey is behind schedule, but on the other hand the remaining work is more or less routine work, now that the questionnaire is defined. There are other outstanding issues, all marked *pending* in this report. None of them are considered a serious threat to the schedule.

Due to the website and the reports there is a sharing of knowledge. The effects of web-based learning are still to be seen.

The networking with other European regions is enhanced through the participation in external events, particularly the Ecomondo event in Rimini.

5. References
