



***Opportunità di finanziamento UE
Il programma Energia Intelligente
per l'Europa***

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Expert Panel Emissioni da Trasporto,
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Fonti e contenuti

- Collage dalle presentazioni dei recenti InfoDays 2011
- Tutte le informazioni disponibili su <http://ec.europa.eu/energy/intelligent/index.en.html>
- <http://www.managenenergy.net>
- <http://www.eltis.org/>
- <http://www.mobilityplans.eu>

A programme to help convert policy into action



**EU energy
efficiency and
renewables
objectives**



- > **Creating and spreading effective methods and best practice**
- > **Training and education**
- > **Know-how transfer**
- > **Market intelligence**
- > **Inform policy development and implementation**




**Real changes on
the ground**



Budget 2011

- **€ 67 million** to support “promotion and dissemination projects” (up to 75% of the eligible project costs) + **€ 30 million** for the “ELENA” facilities + **€ 17 million** to purchase services (tenders) and support activities not subject to calls
- **Prossima Call? ... 2012?**

STEER: A growing interest



	Call 2007	Call 2008	Call 2009	Call 2010
Submitted	24	26	50	54
Selected	7	6	11	<i>10 under negotiation</i>

«*Promotion and dissemination project*»?

A project which...

- helps deliver the key EU climate change and energy objectives
- matches the priorities of the IEE Work Programme 2011
- involves at least 3 partners from different countries
- takes 2 to maximum 3 years to deliver
- **is not a “hardware” type investment or research & development project!**



WANTED: projects with a big impact!

- **What is it that you want to achieve? What leverage will your project have? What will be different when it is finished?**
- **In the Guidelines: objectives (specific and strategic) and Impacts**

Specific and strategic objective	Target within the action duration :	Target by 2020:
Contribution to the EU 2020 targets on energy efficiency and renewable energy sources	▪ xxx Cumulative investment made by European stakeholders in sustainable energy	▪ xxx Cumulative investment made by European stakeholders in sustainable energy
	▪ xxx Renewable Energy production triggered (toe/year)	▪ xxx Renewable Energy production triggered (toe/year)
	▪ xxx Primary energy savings compared to projections (toe/year)	▪ xxx Primary energy savings compared to projections (toe/year)
	▪ xxx Reduction of greenhouse gas emissions (t CO ₂ e/year)	▪ xxx Reduction of greenhouse gas emissions (t CO ₂ e/year)



IEE performance indicators

- Required since the 2009 call for proposals
- In addition to the project specific indicators
- Four main indicators:
 - renewable energy produced
 - energy saved
 - investment mobilised
 - CO₂ savings

Do not forget to present the impacts of your proposed action!

STEER by topic

- 51 Proposals funded between 2004 to date
(plus 10 under negotiation)
- Clean Fleets & Vehicles
 - Fleets (8)
- Energy Efficient Transport
 - Eco-driving (3+1 *under negotiation*)
 - Freight (3+2)
 - Marketing and travel awareness (7)
 - Public transport (3)
 - Mobility management / travel plans (9)
 - Mobility management / urban development (7+2)
 - Walking and cycling (7+3)
- Capacity Building
 - Training (4+2)



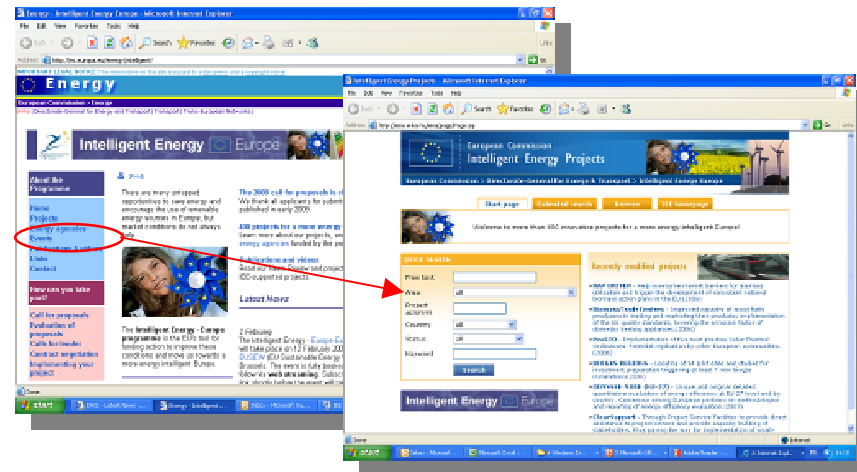
STEER funded projects

STEER ACRONYMS																																																							
EFFICIENT 20				MM & Travel Awareness				PT		MM & travel plans																																													
CLEAN DRIVE	ECORAIL	GO PEDELEC	FLEAT	GREEN POST	RECODRIVE	BIOSIRE	ECOWILL	ECODRIVEN	TRAINER	TRAILBLAZER	START	INTERACTION	TREATISE	COMPETENCE	e-ATOMIUM	e-TREAM																																							
Clean Fleets						Eco-driving			Freight			Training																																											
TOGETHER	SEGMENT	Momo-carsharing	BAMBINI	YOUTH	AENEAS	TRENDY TRAVEL	ENERQI	Ad Personam	BENEFIT	MoMaBIZ	STREAM	CONNECT	MOVE	MOBINET	T.a.T.	TRAVEL PLANplus	EPOMM PLUS	COMMERCE																																					
MM & Urban development											Walking/cycling																																												
ISEMOA				Ecomobility SHIFT				MIDAS				SNOWBALL				ADD HOME				ADDED VALUE				PRO.MOTION				CARMA				ACTIVE ACCESS				PRESTO				ASTUTE				BYPAD-platform				SPICYCLES				OBIS			

Learn more about our projects

through the IEE database...

<http://ec.europa.eu/intelligentenergy>



...or download the 2009 STEER brochure

http://ec.europa.eu/energy/intelligent/library/project_brochures_en.htm



What does STEER fund ?

STEER funds “soft measures“ leading to energy efficiency in transport, such as:

- **Replicate and penetrate market** with successfully proven initiatives, mobility services or policies
- **Increase the demand** for sustainable transport (e.g. campaigns, information, training, dissemination even on large scale, events, etc.)
- **Transfer of experience, promotion of best practices** enabling relevant stakeholders to implement energy efficient measures

STEER does not fund:

- > Infrastructure investments
- > Research and development projects

IEE Programme: Funding areas 2011



Energy efficiency (SAVE)



Energy use in transport (STEER)

Indicative budget: € 12.0 M

Two key actions:

- Energy efficient transport
- Clean & energy-efficient vehicles



Renewable energy sources (ALTENER)



Integrated initiatives

Energy efficient transport (1)



**Call 2011: circa 15
proposte
incentrate sui
SUMP**

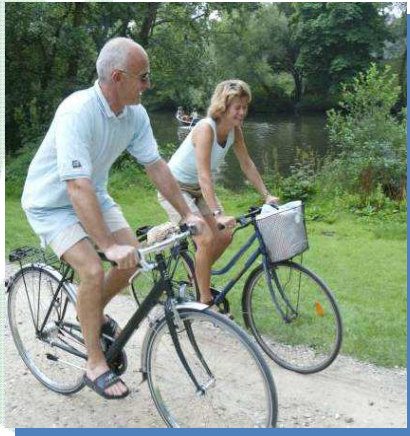
- **Actions supporting the take-up of Sustainable Urban Mobility Plans (SUMPs)**
 - should build on the guidance and materials developed by the European Commission's ELTIS platform (expected **March 2011**; see also presentation on SUMPs)
 - should assist cities and regions with developing SUMPs by **facilitating networking, mutual learning and sharing of experience and best practice across countries.**
 - **STEER does not fund implementation of plans.**
 - **QUEST & ADVANCE** (under negotiation): develop audits to improve urban sustainable transport / sustainable urban mobility plans.
 - **EcoMobility Shift**: develop an audit to improve the 'friendliness' of cities, neighbourhoods and facilities for pedestrians, cyclists, wheelers and PT users.
- **Other relevant projects not funded by STEER**
 - **PILOT & BUSTRIP**: developed a methodology to support the process of Sustainable Urban Transport Planning in European cities; support the development of Sustainable Urban Transport Plans.

Energy efficient transport (2)



- Targeted actions to increase the energy efficiency of **freight distribution in urban areas**, bringing together local authorities and local stakeholders, such as fleet operators, distributors, retailers and customers, **to develop schemes to coordinate, manage and inform urban freight operations better.**
 - **START**: improvement of city logistics and urban freight by: local networks, access restrictions, freight consolidation of deliveries, incentives
 - **Interaction**: reduction of energy use in freight transport by: reduction of frequency of delivery, standardization of loading units, introduction of cleaner vehicles and ecodriving training,...
 - **TRAILBLAZER**: development of delivery service plans
- BUT actions to stimulate modal shift from road to short-sea shipping and other more sustainable transport modes which are eligible under MARCO POLO are not funded.

Energy efficient transport (3)



- **Actions increasing energy efficiency in leisure travel** by implementing new approaches, initiatives and services to change people's travel behaviour
 - Leisure travel is a broad area (including tourism, events, week-end or evening travel for recreational purposes, etc.): please make sure you clearly define your focus and your target
- Actions should seek the involvement of relevant private and/or public-sector stakeholders, for example:
 - tour operators, public transport operators, tourist information centres, travel agencies, attractions, etc.
- Make sure you are aware and build on relevant international, national, local and/or sector initiatives
 - **STREAM**: promotion of sustainable mobility for journeys to and in tourist areas focussing on 'green corridors', natural areas and coast areas.

Clean and energy-efficient vehicles



Actions to assist fleet operators and authorities with implementation of the Clean Vehicle Directive.

- where applicable, making use of the **Clean Vehicle Portal**.
- stimulate **joint procurement** of clean and energy efficient vehicles.
 - **FLEAT**: increase energy efficiency for different types of fleets: fleets of public authorities, public transport fleets, private fleets with mainly company cars, private fleets with mainly utility vehicles.
 - **GreenPost**: test and assess potential to use electric and hybrid vehicles in postal delivery services in 4 EU countries.
 - **COMPRO**: creating an international buyers' consortium of local authorities for the joint procurement of clean, collective, public service transport vehicles.
 - **PROCURA**: facilitating large-scale procurement of Alternative Fuel Vehicles by lowering traditional market barriers.

Actions to address specific issues related to the safety or eco-driving of clean and energy-efficient vehicles.

- Traditional ECODRIVING has been covered already by several projects in the past (**ECODRIVEN, ECOWILL, FLEAT, RECODRIVE, TRAINER**)... what about alternative propulsion technologies.

STEER

- > Make sure you are fully aware of the content of the **Call text**, **Work Programme** 2011 and the **Guide** for Proposers*. In particular:
 - > Justify **why** your action is needed (market need & barriers)
 - > The methodology should say what you will do and **how** it is done
 - > **New** consortia and stakeholders are welcome
 - > Priority to projects **achieving measurable changes** in behaviour (not only raising awareness)



Da sapere

- Budget ideale: 1/1,5 M€
- Consorzi: 8/10 partner max
- Costi indiretti: 60% dei costi di staff
- Necessità di giustificare il cofinanziamento
- Buon dettaglio delle attività di dissemination



Grazie per l'attenzione



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