

An interregional cooperation project for improving low-carbon economy policies.

INTENSIFY innovatively addresses a key challenge for European cities and regions in how to energise citizens and communities to achieve more carbon reduction. The project's objective is to reduce carbon emissions from all sectors by empowering local communities.

www.interregeurope.eu/intensify



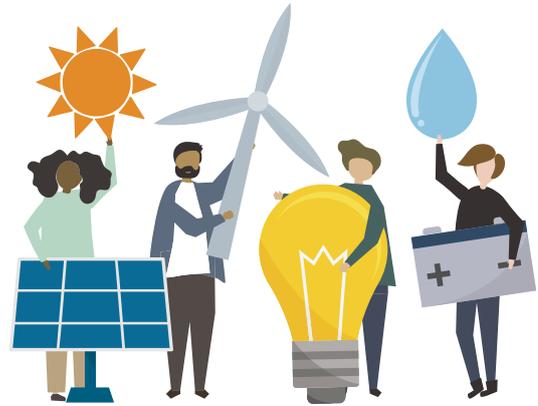
European Union
European Regional
Development Fund

In this issue, we introduce you to the project and its goals and to the partners in the project, including the advisory partner.



Members of the Project Partnership Group

LEFT TO RIGHT: Uberto Di Remigio (Treviso), Thomas Rogers (Cork), Lina Gelaziene (ECAT), Antonio Zonta (Treviso), Matus Skvarka (Trnava), Erika Balazova (Trnava), Roberto González Argote (Vitoria-Gasteiz), Vaiva Ramanauskiene (ECAT), Aitor Albaina Vivanco (Vitoria-Gasteiz), Brian Cassidy (Cork), Jeremy Draper (Milton Keynes), Neil Allen (Milton Keynes), Paolo Barnaba (Treviso), Thies Schroeder (Energie Avantgarde Anhalt), Lucia Kolega (Zadar), Jim McGeever (ECAT), Joao Cleto (Ageneal), Mariogiovanna Laudani (Project Secretariat), Sebastain Wunderlich (Energie Avantgarde), Tim Cordy (Project Secretariat).



WELCOME

to the first edition of the **INTENSIFY** newsletter. The challenge posed by the Paris Accord is immense. Responsibility for reducing carbon emissions by humankind rests with local governments and municipalities. Yet, truth be told, governments account for only a small percentage of the emissions within their administrative area. The bulk of the emissions are produced by the numerous communities that exist within these administrative areas.

The objective of the **INTENSIFY** project is to target communities and activate them so that they accept responsibility for their emissions and take active steps to reduce their CO₂ output. This is a significant challenge as it means changing the way people think about the activities they carry out and to seek mechanisms to maintain their activity output, whilst also reducing the carbon required to deliver that output.

INTENSIFY is an Interreg Europe project that will assist Europe in its drive towards being a low carbon economy. Eighty five per cent of the funding for the project comes from Interreg Europe with the balance being provided by the project partners.

Eight European regions will participate in the project, lead by the Energy Management Agency AGENEAL, located in the city of Almada in Portugal. The other partners are Cork City Council in Ireland, The Environmental Studies Centre of Vitoria-Gasteiz in Spain, Milton Keynes Council in the United Kingdom, The Province of Treviso in Italy, Energiewartgarde Anhalt in Germany, the Municipality of Trnava in Slovakia and Zadar City Council, Croatia. The Educational Centre for Administration and Technology (ECAT) located in Kaunas, Lithuania, will offer advice and guidance to the project team.

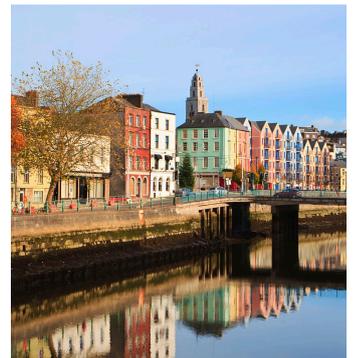
Saudações

The region of Almada is represented by the Local Energy Management Agency AGENEAL. Three members of the AGENEAL team will be proactive throughout the project – Carlos Sousa, Joao Cleto and Pedro Gomes. Almada is one of the leading regions in Portugal when it comes to climate change mitigation, energy reduction and monitoring systems. A low-lying coastal area in a temperate climate, Almada is very susceptible to the negative impacts of climate change, hence the desire to intensify climate change mitigation measures with community involvement. AGENEAL will be the lead partner on the project



Beannachtaí

Cork City is Ireland's second largest city and is fast growing. An enlarged administrative area-that becomes operational from the 1st July 2019-will mean that the city's land area will almost triple in size. The number of citizens will double to 212,000. This poses many challenges in terms of mitigating against climate change, including reducing emissions from the agricultural sector, something not found within the current city boundary. It will also present opportunities including more streamlined activities and scale that should assist with reducing carbon output. The project team representatives are Thomas Rogers and Brian Cassidy (pictured). Both are keen to ensure that the citizens of Cork become more engaged in the process of mitigating against climate change.



Saludos

Vitoria-Gasteiz is very keen to improve the Basque Country Regional Operational programme 2014-2020. The Basque country succeeded in limiting its increase in emissions by 4% in 2012 compared to 1990. This it did in an era of significant economic growth; 71% during the same period. The region's representatives-The Environmental Studies Centre-want to build on this success and start to see reductions in CO2 emissions occurring. Juan Carlos Escuderos, one of the centre's representatives on the project, insists that engaging with communities is the way forward.



Greetings

Milton Keynes is the United Kingdom's newest city, being just fifty years old. Its streetscape is designed along the lines of the American grids system and is very spacious. Milton Keynes has developed a unique way to engage with citizens by hosting an electric vehicle experience centre in the city's main shopping mall. The ambition of the City Council is to make Milton Keynes almost carbon free by 2050. Jeremy Draper, the City Council's representative on the project, believes that citizen engagement in carbon reduction will improve as a result of participation in the INTENSIFY project. It will also assist with the development of Milton Keynes' new Low Carbon Action Plan and it's implementation.



Saluti

The Province of Treviso, located in Italy's Veneto region, is committed to reducing energy consumption in its territory, focusing particularly on public buildings. In fact, buildings are responsible for 40% of the energy consumed and 36% of the CO2 emitted in the region. For the Province of Treviso - which is local coordinator of the Covenant of Mayors, supporting 22 municipalities in the implementation of their SEAPS - the challenge consists in reducing energy consumption and the carbon footprint of the public buildings owned and managed by the Province (upper secondary schools and provincial headquarters) and by its stakeholders. The Province aims at achieving this goal not only through retrofitting and technology, but also by integrating such measures with a change in the building users' energy behaviour (Demand Side Management) and with financial solutions (Energy Performance Contracts integrated with the behavioural component). In this view, INTENSIFY will facilitate the development of a platform to help engage the local community on climate change and carbon reduction issues.



Schöne Grüße

Urban planning is very much to the forefront when it comes to reducing carbon emissions. "Good planning equals low carbon" says Rolf Hennig of the Energy Agency Energieavantgarde e.V. based in Germany's Saxony Anhalt Region. "The need to remove unwanted carbon production from our daily lives is crucial to the survival of the planet" says Rolf. Rolf believes that a significant improvement in climate protection in the region can be achieved through regional learning, the increased use of renewables and coupling the heat, electricity and mobility energy systems closer together.



Srdečný Pozdrav

The city of Trnava in Slovakia is the country's oldest free royal borough and was once the church 'capital' of the Kingdom of Hungary. It is a fast growing city with several big manufacturing companies such as Peugeot, Citroen, PSA and an atomic power plant located nearby. Eighty per cent of the region's energy requirements come from fossil sources. There is a drive towards renewables, cogeneration, district heating and the use of heat pumps where possible. Matus Skvarka, of the city's energy department, maintains that stakeholders-including citizens-will be key to the success of the INTENSIFY project in the region.



Pozdravi

Zadar adopted its Sustainable Energy Action Plan in 2014. The plan targets a 21% reduction in CO2 emissions by 2020. When seeking to reduce emissions, the city faces many challenges including a growing number of tourists and visiting cruise ships, all of which result in increased traffic and increased construction sector activity. Through participation in the project, the city hopes to increase the reduction in CO2 emissions by increasing the focus on citizens—encouraging them to cooperate, to act together to reduce emissions and through the co-financing of CO2 reducing projects.

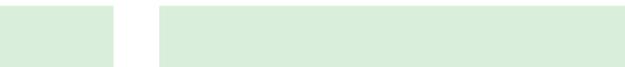


The Environmental Centre for Administration and Technology (ECAT) based in Kaunas, Lithuania, specialises in sustainable development policies at regional and local level.



Linkėjimai

Their experience is focused on working with citizens and cities in carbon reduction schemes and engaging with community groups to achieve these reductions. ECAT are the projects' advisory partner and will lead on the exchanging experience component. ECAT will manage and coordinate the thematic events, the compilation of the good practices register, the study visits and the import workshops. ECAT will also provide support to partners in developing and completing their Regional Action Plans.





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