

INTERREG IVC Project „RECOMMEND“

3rd Working Summit

Report

Author

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13th- 14th June 2013
Tartu
Estonia

1. Purpose of the 3rd Working Summit

- **Finalisation of Phase 3:**
The RECOMMEND project partners formed at the previous WS in UK 3 interregional working groups on three topics of interest (eco-voucher, sme cooperation & networking tools) in order to get deeper knowledge and experience on improved methodologies in this field for promoting eco-management and eco-innovation.
 - The PPs presented their activities during Phase 3
 - Discussion of results- lessons learnt
 - Potential input for the single Regional Implementation Plan (RIP)
- **Kick off of Phase 4:**
3 pilot actions will be designed and implemented to test the new methodologies developed. Main focus will be on establishing regional frameworks to promote eco-innovation. The 3 host regions of Pilot actions presented their concepts for Pilot Actions (EE, CZ and AT)
 - Discussion on concept & field missions
- **Pre-information about Phase 5:**
All project approved in the 4th call have to elaborate „regional implementation plans“ (RIP). An implementation plan is defined as a document that specifies how each partner „region“ will work to integrate the lessons learnt from the cooperation into its local / regional or, if relevant, national policies.
 - Purpose of a RIP
 - Themes for the RIP
 - Structure of a RIP

13th June 2013

2. Programme and presentations

2.1. *Welcome by the host partner*

Originally it was planned that the Vice mayor of Tartu will welcome the project partners. Due to other unexpected obligations the Vice mayor could not attend the meeting and therefore **Martin Kikas**, CEO of Tartu Regional Energy Agency, welcomed all the partners to Tartu.

2.2. *Introduction by the moderator*

Benjamin Kuscher, the moderator for the entire event and the overall RECOMMEND project manager highlighted the purpose and the procedure of the 3rd Working Summit.

There three main topics for the 3rd Working summit were as follows:

I. Finalisation of Phase 3:
info exchange process within project team on new learnt knowledge, instruments and methodologies how to develop new instruments for promoting eco-management as a lever for enhanced eco-innovation.

II. Kick off of Phase 4:
3 pilot actions will be designed and implemented to test the new methodologies developed. Main focus will be on establishing regional frameworks to promote eco-innovation. Field missions will activate learning processes for all partners.

III. Pre-information about Phase 5:
providing information on how to prepare a **REGIONAL IMPLEMENTATION PLAN (RIP)**

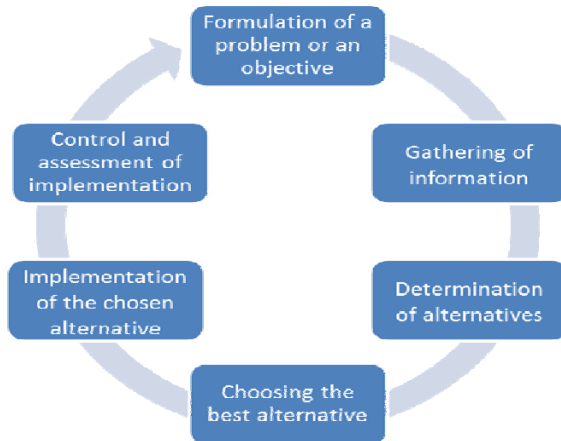
Furthermore Benjamin Kuscher informed the project team about the following new developments within the project:

- Introduction of new project partner (PP003: Public Environmental Center for Sustainable Development /PECSD), Iliyan Ivanov ILIEV
Further information on PECSD: see project homepage:
www.recommendproject.eu/partner10.htm
- Information on insolvency of Project Partner PP008 UKCEED; UKCEED was closed and part of the staff members became staff of PP009 UK Opportunity Peterborough; From now on Gareth Jones, Rod Gilchrist & Samantha Demaio will be the new contact person for RECOMMEND; the previous budget of UKCEED will be taken over by PP009 as well as the work load & relevant content responsibilities

2.3. *What is a policy strategy paper*

Kaupo Heinma from the consultancy office ELLE (Estonian, Latvian & Lithuanian Environment OÜ-ELLE; www.environment.ee) made a presentation how to prepare successfully policy strategy papers. Target of this presentation was to provide all partners valuable information how to prepare the **REGIONAL IMPLEMENTATION PLAN** which has to be developed by each partner until the project end.

Heinma explained inter alia the process of developing a strategy.

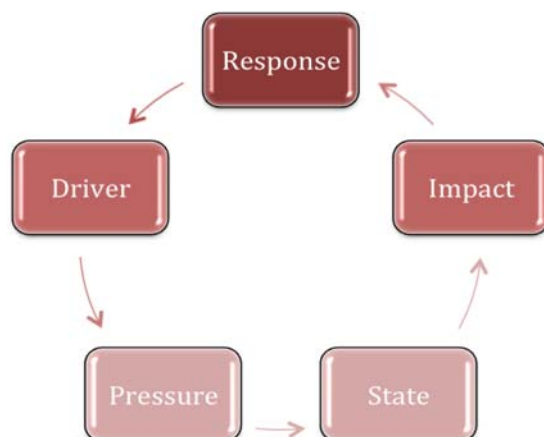


The 1st step when developing a strategy is to formulate the concrete problem or the aspired objective. Knowing the problem or the aspired improved situation will help enormously to develop a strategy in a successful and efficient way.

In order to gain support by the key players and target groups it is important to keep them informed about the topic (awareness rising). The more information the target groups have on this topic the greater the chance that they identify themselves with the topic and support it. Therefore gathering information on the relevant topic and spread it to the pre-defined target groups is of high importance.

There are always several alternatives how to solve a problem or to improve the status quo situation. Heinma recommended not only to focus on 1 alternative but to work out several alternatives. During the development of a strategy a previous „unimportant“ alternative might become more interesting and valid.

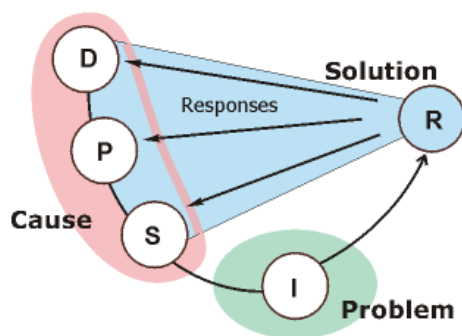
Another focus of this presentation was to explain the DPSIR model- a causal framework for describing the interactions between society and the environment.



According to the DPSIR framework there is a chain of causal links starting with „driving forces“ (e.g. economic sector, human activities) through „pressures“ (e.g. emission, waste etc...) to „states“ (physical, chemical, biological state of environment) and „impacts“ on ecosystems (e.g. human health and functions), leading to political „responses“ (Priorisation, target setting, indicators..).

The components of the DPSIR framework are defined as follows:

- Driving forces **(a need)**
- Pressures **(driving forces lead to human activities which exerts pressure on the environment)**
- States **(as a result of pressures, the „state“ of environment is affected)**
- Impacts **(the changes of the environment determine the quality of ecosystems & welfare of human beings)**
- Responses **(a „response“ by society or policy makers is the result of an undesired impact and can affect any part of the chain between driving forces and impacts)**



Describing the causal chain from driving forces to impacts and responses is quite a complex task.

- ***For more information please consult the presentation:
Policy strategy paper ELLE***

2.4. Results of interregional working groups

Ingrid Rozhon, the co-moderator of this event and member of the RECOMMEND Lead Partner, explained the history of the foundation of interregional working groups, their targets and their output.

At the 2nd WS in Peterborough in Nov 2012 the project team formed three interregional working groups according to the following 3 main topics of interest:

- Working group I: eco-voucher schemes (working group leader: CZ partner)
- Working group II: cluster initiatives (working group leader: UK partner)
- Working group III: practitioner networks (working group leader: AT partner)

Targets of the interregional working groups:

- Fostering cooperation with external experts
- Gaining more information / experience on potential instruments & actions for the RIP

Target of this session was:

- Learning from each other
- getting an overview about potential topics for RIPs

First step was that the 3 working groups set together and made a brainstorming on the following questions:

- Which topics have been discussed during the period of interregional working groups (Nov 2012- June 2013)
- Which topics might be of interest for „my region“
- Why is the chosen topic of interest for „my region“

Summary of brainstorming round:

Working group I: eco-voucher schemes (working group leader: CZ partner)

Topics	Partner	Why
Marketing	CZ, BG	Testing new communication tools & new technics, need for improving communication to target groups. Awareness raising, attraction of these tools
Including eco-vouchers in new programme period	CZ, BG	Time & possibility to influence the topics / main focuses in next programme period, Gaining financial support
Creation of demand for eco-innovation products	PL	Fostering cooperation between businesses and R&D, existing scheme is not efficient, Support activities towards new market
Platform / network to improve voucher system	PL	Support activities towards new market
Marketing (explanation to Politicians and SMEs)	IT, CZ	Gaining financial support

Working group: Working group II: cluster initiatives (working group leader: UK partner)

Topics	Partner	Why
Eco-innovation cluster	SL, KP, OP	Good way to foster cooperation among SMEs, research, key players
Eco-ManagementCluster	SL, KP, OP	Good way to foster cooperation among SMEs, research, key players
Financing a Cluster	SL, KP, OP	Public funding
Stakeholder engagement	SL, KP, (OP)	Gaining support by them, avoiding opponents
How to set up a cluster / time	SL, KP	Fostering cooperation between SMEs
Incentives for cooperation	SL, KP	Cofinancing, attractive loans and credits
Public awareness	(SL) KP	Gaining and binding members
Marketing	SL, KP, OP	Info on long term benefits, showing up new opportunities
Consulting decision makers	SL, KP, OP	Involving into regional programmes and strategies

Working group: Working group III: practitioner networks (working group leader: AT partner)

Topics	Partner	Why
Passive Housing (Cluster)	IT, BG	More need on passive housing
Green procurement	EE is interested but lack of support in region	Future topic
Consultancy / Funding / Financing schemes	UK, IT, EE, AT	Lots of services existing in the region -> confusing for SMEs-> better cooperation between stakeholders
PR Activities	EE, UK, AT	Awareness rising, binding clients on programme
Good practices (Case studies)	IT, EE, BG	Sharing experiences, knowledge to SMEs
Database, networking in the region	UK, EE, AT	Sharing experiences, knowledge to SMEs

Next step was the presentation by the 3 group leaders about the main activities within their working group since WS 2 Peterborough; afterwards each project member explained what kind of topic might be of interest for his regional RIP and why this topic could be interesting for his region.

- *For more information please consult the presentation:*
02 Interregional working groups

2.5. *How to achieve better city environment, energy efficiency and fuel independence*

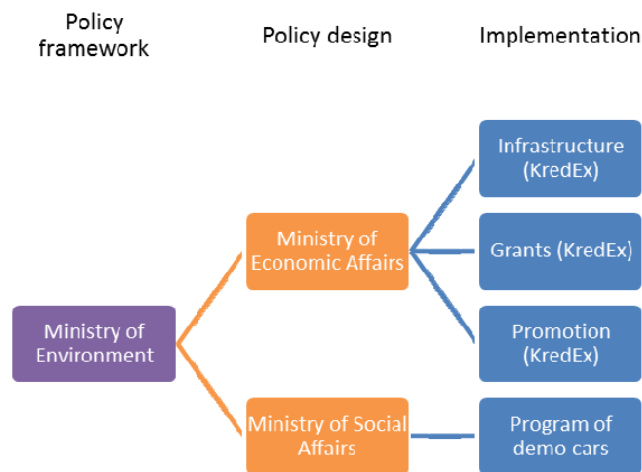
Heikki Parve, head of the Housing and Energy Efficiency Division KredEx, presented the Estonian best practice example ELMO- Estonian Electromobility programme and green investment.

ELMO stands for electromobility in Estonia. ELMO programme promotes emission free personal transportation and electric cars. The programme period is 2011-2014 as agreed between the Estonian Government and Mitsubishi Cooperation.

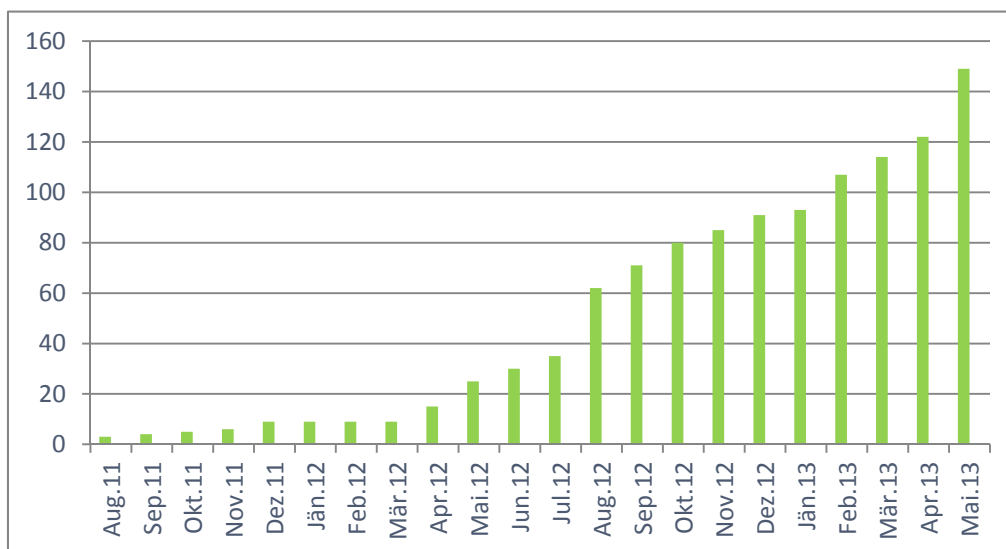
The programme consists of 3 parts:

- 507 Mitsubishi iMiev electric cars will be used by the Ministry of Social Affairs as an example
- The Ministry of Economic Affairs and Communications will develop a support system for private persons for acquisition of electric cars
- Quick charging infrastructure for electric cars will be created to cover the whole country

Policy Implementation process:



Electric vehicle grants:

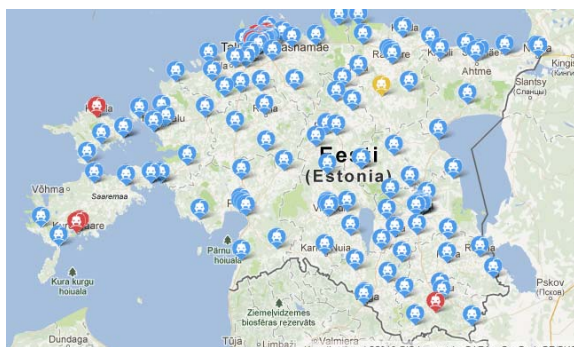


Application (cumulative): number of the EVs (Electric vehicles) purchased with grants

Obligation to use green certificates:

To ensure the use of green energy by the purchased vehicles, receiving of the grant includes an obligation to purchase green certificates according to the kilometres of driving per year. A green certificate helps to calculate the usage of renewable energy in transport. It is not the green energy package of energy sellers or the amount of green energy purchased. Accordingly, a green certificate does not mean payment of the price difference of green energy by the consumer. There is an international system RECS International (<http://www.recs.org>) for issuing and exchanging the certificates, including 220 producers from 22 countries. Historically (2010) the prices have been 1-2 euros per MWh for a green energy certificate. By estimation, an owner of an electric car may use about 1-2 MWh of electricity per year. KredEx shall allocate green certificates to a grant recipient for 5 MWh. If the user drives more, additional green certificates need to be bought. Example: 15,000 kilometres passed, calculated energy consumption of Mitsubishi i-MiEV (NEDC) indicator 0.135 kWh/km = 2,025 kWh of green certificates. Thus, with the car in the example, 5 MWh enable driving of 37,000 km.

Currently 157 (target: 165) quick chargers of electric cards are located in Estonia to ensure sufficient freedom of movement for all users of electric cars.



- *For more information please consult the presentation:
Presentation ELMO & the homepage: <http://elmo.ee/en/>*

2.6. Regional Implementation Plan (RIP) –Inclusion process, structure, target, timeline, first brainstorming, success indicators

Benjamin Kuschler explained **WHAT** a RIP is according to the EU regulations. All project approved in the 4th call have to elaborate „regional implementation plans“ (RIP). An implementation plan is defined as a document that specifies how each partner „region“ will work to integrate the lessons learnt from the cooperation into its local / regional or, if relevant, national policies.

In order to help the partners to prepare the RIP the Lead Partner has prepared 2 templates which have to be filled in by the partners in the next few months:

- ✓ **WHAT** are the potential topics for each RIP?
- ✓ **WHY** are those topics of interest for the region and for the RIP?

Not all questions have to be answered by each partner but the main content / key information has to be comparable among the project partners.

TO DO:

1. All partners have to give feedback to both templates-> deadline 30th June-> after integrating the feedback the lead partner will send out the revised templates again to partners
2. There will be an own section on the topic RIP and Pilot actions on the project homepage created until the end of June 2013
3. Both templates will be topic on the forthcoming Working Summit nr 4 in Poland

- *For more information please consult the templates:
Template RIP HOW & Template RIP Road Map*

Afterwards the partners were asked to form regional working groups and to make a so called S-O-F-T Analyse on How to procede preparing a RIP. The partners got a template with certain questions. Not all of them have to be answered but these questions offer a sort of guideline what to take into consideration when preparing a RIP and when talking to regional key players /supporters / opponents in the region.

Targets of S-O-F-T Analyse

- First brainstorming
- Getting clear ideas WHAT a RIP is
- Getting concrete ideas about NEXT STEPS
- Getting first ideas about chances / risk / dangers

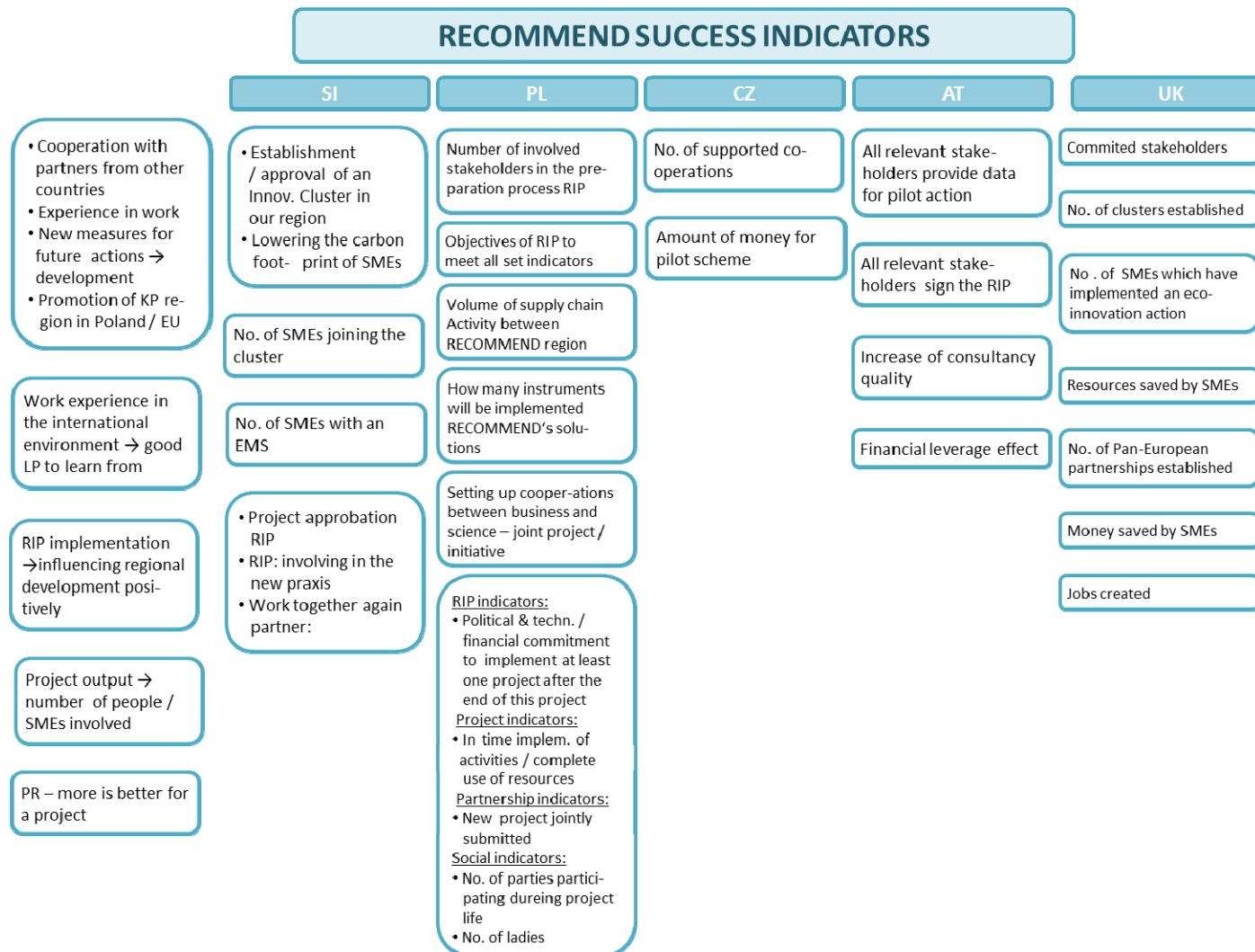
Example of the SOFT Analyse:

S- Satisfaction:	O-Objectives:
Do I understand what a RIP is? Do I know the function / purpose / output of a RIP? Do I feel well prepared for the RIP by the LP? Etc....	What do I want to achieve by preparing the RIP for my organisation? What do I want to achieve by preparing the RIP for my region? What do I want to change in my region by signing the RIP? Etc...
F- Failure	T-Threats
What happens if we fail to prepare and sign a RIP? Which consequences does an unfinished RIP has for my organisation / for my region/ for the project? Etc...	Who are the stakeholders in my region that will implement the Regional Implementation Plan? Who might support the RIP? Who might endanger the preparation / realisation of the RIP? Why could they endanger the RIP? Etc...

A written summary of this S-O-F-T Analyse was not necessary but it helped the partners to get the first ideas how to start with a RIP and to know what kind of challenge they have to face when preparing such a strategic paper.

2.7. Definition of general success indicators for all

In order to measure the success of a project / strategy comparable success indicators have to be defined in advance. At this summit the project partners made a brainstorming what kind of success indicators could be valid for RECOMMEND. The first ideas of possible success indicators for the RIP are as follows:



Benjamin Kuschler will take these ideas into consideration and will prepare a final list of general success indicators for all RECOMMEND partners.

2.8. Side Visits

In the afternoon the project team visited the best practice example for eco friendly printing: the printing company EcoPrint:

- EcoPrint is environmental friendly printhouse in Northern Europe which is offering graphic design and printing services.
- It was created through the merger of 3 companies which had operated on the Estonian printing market since 1993.
- The office & production building rely on renewable energy (use of wind power to generate electricity, rainwater in the humidity system...)
- Continuous investments in modern and environmentally friendly technologies
- Nordic Ecolabel (Swan), FSC, PEFC, ISO14001, ISO9001, EMAS

Further information: www.ecoprint.ee/?lang=en



Afterwards after an intensive working day the project group made a cultural sightseeing tour by boat: <http://lodi.edicy.co>



14th June 2013

2.9. Planning RECOMMEND Pilot Actions

3 pilot actions will be designed and implemented to test the new methodologies developed.

- ✓ **Pilot action I:** Improvement of the effectiveness of eco-voucher schemes (host region: CZ)
- ✓ **Pilot action II:** Improvement of the effectiveness of eco-management practitioner networks (AT)
- ✓ **Pilot action III:** Seminars about eco-innovation for eco-management practitioners (EE)

The following budget is available for the host region and their pilot action:

PP4: Ekoport:

Costs of experts for development and assessment of pilot action: **20.000 EUR**

field mission, organisation, hosting, rent, catering: **5.000 EUR**

LP: Lower Austria

Costs of experts for development and assessment of pilot action: **11.000 EUR**

field mission, organisation, hosting, rent, catering: **5.000 EUR**

PP6: TREA

Costs of experts for development and assessment of pilot action: **8.000 EUR**

field mission, organisation, hosting, rent, catering: **4.000 EUR**

Pilot Action I (voucher schemes):

Status Quo in CZ region:

- large and respected R&D capacities (university)
- disparity of industry and R&D (automotive vs life sciences)
- non-functional collaboration between industry and R&D
- new innovation infrastructure is being built now (two large science & technology parks)
- South Bohemian region is one of 4 last regions in CZ without any innovation voucher scheme (10 regions out of 14 has already done it)
- well-preserved environment compared to the other regions

Target of Pilot Action:

- initiation of supportive mechanism towards collaboration of R&D and industry
- creation of common communication platform for communication of politics, industry and R&D
- major benefits:
 - for R&D capacities – improvement of internal procedures towards cooperation with industry
 - for politicians – simple and powerful marketing tool („we are supporting local business!“)
 - for industry – easier access to R&D and innovations
 - for environment – preference to „green projects“
- output of PA => complex preparation of the scheme

Pilot Action II (Practitioner networks):

Status Quo in Lower Austria:

- Each funding scheme in Lower Austria manages its own pool of experts.
 - partly overlapping
 - similar selection criteria
 - not transparent

Targets of Pilot Action:

- Improve the cooperation of ALL institutions supporting eco-management and eco-innovation in Lower Austria
- Identify synergies between the different funding schemes
- Improve the transparency and service for the clients
 - SMEs
 - Communities

- Those pools will be merged to one single group of experts:
 - To increase transparency
 - To ease the selection of an expert
 - To enable a better networking between the experts
 - To increase the quality of the experts
 - To ease the development of joined selection criteria

Pilot Action III (Seminars):

Status Quo in Tartu:

- Low awareness about how to implement different eco/innovation tools (green procurement, eco-labels etc)
- Not knowing that eco-innovation can be economic advantage on the market
- Not enough good practice examples to look and learn
- In our region there is no measures to support rise of awareness about eco-innovation amongst public and private sector

Target:

- Increased know-how about eco-innovation
- Wider use of eco-innovation tools (green procurement, eco-labels etc)
- We believe that the public and private sector both will be the beneficiaries

The 3 host regions of Pilot actions presented their concepts for Pilot Actions (Activities, timetable, Target):

- *For more information please consult the templates:
04 Pilot Action AT, CZ, EE*

2.10. Project communication

Ingrid Rozhon summarised the status quo of undertaken pr / communication activities in the frame of RECOMMEND since the kick off meeting in March 2012. She informed all partners that RECOMMEND is totally in time in fulfilling the agreed communication milestones according to the application form. She congratulated each partner for his commitment, support and contributions in promoting RECOMMEND and in fulfilling the agreed communication criteria. The following milestones concerning communication are still pending and have to be fulfilled until the project end 2014:

WHAT / project target	pending
6 Newsletter (in total: 6.000 copies electronically)	4
1 leaflet on policy recommendations	1
Regional promotion events on pilot actions	3
Organisation of 3 field missions to Pilot action	3
Organising 9 promotion events	1
Briefing 3 EU institutions	3

The short term of TO DOs for the next months are as follows:

- Preparing 3rd Newsletter- LP- June / Sept 2013
 - sending out 3rd newsletter - partners – June / Sept 2013
 - regional media / PR work
 - press releases
 - media articles
 - Promotion work (presentations at events...)
 - networking with (inter)regional key players
 - participating in (inter)national events
 - updating project homepage – LP & partners
- *For more information please consult the templates:
05 RECOMMEND Presentation Communication*

2.11. Project Work Plan

Benjamin Kuscher summarised the main activities of the RECOMMEND project during phase 4 until the next working summit in October 2013 /Poland:

- Planning and kick off of Pilot actions
- Kick off for preparing RIP
- Filling in templates ROAD Map for RIP
- Finalising success indicators
- Preparing and disseminating newsletter
- Attending Open Days 2013

Planned date for WS 4: October 2013

Further details on tasks and timelines; please see TO DO list below.

3. TO DO List

What	Who	When	Status
Sending Benjamin feedback to both templates RIP (WHY & ROAD MAP)	All partners	30th June	
Integrating partner feedback in both templates WHY and ROAD Map and send it out again to partners	Benjamin	7th July	
Filling in template Road Map	all	October 2013 (WS4)	
Filling in template HOW	all	2014	
Final Definition of RECOMMEND success indicators	Benjamin	October 2013	
Implementing new section about RIP and Pilot Action on project homepage	Ingrid	7th July	
Preparing 3rd Newsletter (coordination, articles)	Ingrid	31st August	
Preparing articles of ELMO, EcoPrint	Tanel	15th August	
Doodle request on date for next working summit in PL	Joanna	30th June	