



**A European campaign to raise awareness  
and change the landscape of energy**

## Frequently Asked Questions

### **What is *Sustainable Energy Europe 2005-2008*?**

**Sustainable Energy Europe 2005-2008** is a four-year Campaign that aims to **raise public awareness** and act as a catalyst for the continued development, promotion and market uptake of sustainable energy technologies. The Campaign seeks to bring about a genuine change in behaviour by the actors concerned, in that they commit themselves to move towards efficient, clean and sustainable energy production and consumption.

### **Who is launching the Sustainable Energy Europe Campaign?**

The Campaign is launched by the **European Commission DG Energy and Transport** in the framework of the programme *Intelligent Energy - Europe* (EIE) aimed at supporting non-technological activities in the field of energy efficiency and renewable energy sources.

For more information, see:

[http://europa.eu.int/comm/energy/intelligent/index\\_en.html](http://europa.eu.int/comm/energy/intelligent/index_en.html)

### **What is the Sustainable Energy Partnership?**

The Sustainable Energy Partnership is the main instrument in the **Sustainable Energy Europe** Campaign, specially designed to actively involve and promote a wide range of **energy projects or programmes** that intend to have a significant impact upon the related energy environment in the European Union. By incorporating a large number of sustainable energy initiatives into a common dissemination action, the aim is to ensure greater visibility and more efficient spread of know-how on sustainable energy implementation at a European level.

Becoming a Partner of the Campaign is a voluntary expression of commitment to the objectives of the Campaign by sustainable energy promoters., which provides them with a number of benefits, including a variety of promotional services and tools made available by the European Commission, as well as co-operation schemes between Sustainable Energy Partners.



### **Which organizations or projects are eligible for the Sustainable Energy Partnership?**

In principle, every institution, company or organization, **both public and private**, planning to implement sustainable energy actions or programmes can contribute to the **Sustainable Energy Europe** Campaign and is invited to join the Partnership.

### **How can my organization or project become a Sustainable Energy Partner?**

Organizations wishing to join the Partnership have to fill in the **Application form** and sign the **Declaration**. Detailed guidelines, an online application form and a facsimile declaration for potential Partners are available on the Campaign website: <http://www.sustenergy.org>

### **What are the benefits of my organization or project for joining the Sustainable Energy Partnership?**

Sustainable Energy Partners will benefit from to various promotion, dissemination and networking tools and activities, including:

- Receipt of the EU Sustainable Energy Partnership **Acknowledgement**
- Receipt of the Campaign's **Promotional Toolbox**
- Promotion of your project or programme in various **dissemination** tools, including the Campaign Annual Catalogue, bi-annual Newsletter and the website
- An opportunity to share best practices through a **network** of sustainable energy contacts
- Participation in the Campaign's **Annual Award Competition**, which rewards outstanding projects and programmes
- Active participation/dissemination at **high-level** events, such as the Annual Conference and European Sustainable Energy Days or Weeks

### **What is the Sustainable Energy Partnership Acknowledgement?**

Accepted projects or programmes to the Sustainable Energy Partnership will receive **formal acknowledgement** from the European Commission of the Partners' commitment to join the Sustainable Energy Europe Campaign and contribute to its objectives.



### **What does the logo represent for my organization?**

The logo can be used by your project and represents **recognition of success** for your organization in the implementation of a sustainable energy project. The logo is the face and identity of the campaign. It is the link between all campaign projects, activities and products and the symbol for the objectives of the campaign to move towards efficient, clean and sustainable energy production and consumption in Europe and beyond.

### **How can my organization make use of the logo?**

Sustainable Energy Partners are given exclusive rights to use the Campaign logo in the context of any communication concerning their approved programme or project. The use of the logo is restricted to the programme or project envisaged in the Sustainable Energy Partnership Declaration.

### **What is the promotional toolbox?**

Sustainable Energy Partners receive a toolbox comprising various promotional items and informative tools presenting the Campaign, including the Campaign logo, stationary items, a presentation of the Campaign and a list of useful contacts.

### **What is Sustainable Energy Partnership Catalogue?**

The Annual Catalogue is a publication disseminated to target actors throughout Europe that promotes the Partnership at all levels. All Sustainable Energy Partners are extensively described in this annual publication.

### **What is featured on the Sustainable Energy Europe Campaign Website?**

Details of all Partnership projects or programmes will be promoted to a large number of stakeholders on the Campaign website via a multi-criteria database, as well as regular features and news items about new projects. All Partners are also given restricted access to a 'members area' of the site, enabling them to easily update their project results and giving access to the latest information and links to funding programmes and financing tools.



### **What is featured in the Sustainable Energy Europe Campaign Newsletter?**

Designed as a tool for internal communication between Partners, the bi-annual Newsletter provides selected information on sustainable energy project results, as well as relevant developments on European level and latest sector trends and facts.

### **What is the Sustainable Energy Partnership Awards Competition?**

The Sustainable Energy Partnership Awards Competition rewards Partnerships that have made an outstanding contribution to the objectives of Sustainable Energy Europe Campaign. Evaluated by an independent jury, the foremost examples of successful sustainable energy projects are highlighted at a prestigious public Award Ceremony held in exposed locations in Europe. All Campaign Partners are eligible for an award.

### **What is the Sustainable Energy Europe Annual Conference?**

The Annual Conference is the meeting point for partners, decision-makers and stakeholders, providing an opportunity to share news on the Campaign's progress, learn about new policies and technologies and meet and exchange ideas with a wide range of energy actors. Sustainable Energy Partnerships also have an opportunity to promote their programmes or projects and share best practices.

### **What are Sustainable Energy Days and Weeks?**

Sustainable Energy Days or Weeks are organized across Europe in a decentralized way. Building upon the experience of existing initiatives, the Campaign encourages the development of new Sustainable Energy Days or Weeks, particularly in the new Member States.

### **Does my organization have to install a specific monitoring system for the contribution to the Sustainable Energy Europe Campaign?**

While no specific monitoring system is required by the Sustainable Energy Partnership, most programmes or projects do foresee a monitoring system for their own purpose. Sustainable Energy Partners are invited to report on the progress of their project or programme.