

Sustainable Energy Europe

A European campaign to change the landscape of energy



Sustainable Energy Europe Official Partners Guidelines for Candidates



The Official Partners GUIDELINES

1. The Sustainable Energy Europe Campaign
2. What is a Sustainable Energy Europe Official Partner?
3. What are the benefits of becoming an Official Partner?
4. Sustainable Energy Europe Official Partners: Eligibility Criteria
5. How to become an Official Partner?

Official Partners – Guidelines for Candidates 2

1. The Sustainable Energy Europe Campaign

Sustainable Energy Europe is a European Commission initiative in the framework of the Intelligent Energy Europe Programme, which contributes to achieve the European Union's 2020 energy policy targets within the fields of renewable energy sources, energy efficiency, clean transport and alternative fuels.

Launched in 2005 the Sustainable Energy Europe Campaign aims at:

- Stimulating the necessary changes towards an increase in private investment in sustainable energy technologies
- Spreading best-practice and ensure a strong level of public awareness, understanding and support
- Building alliances among sustainable energy stakeholders and serve as a platform for new joint ideas and actions

2. What is a Sustainable Energy Europe Official Partner?

An Official Partner of the Sustainable Energy Europe Campaign is an ongoing, fully financed project implemented by public or/and private actor(s) in the fields of energy efficiency, renewable energy sources, clean transport and bio-fuels.

Depending on their nature, Official Partners may comprise:

- A local, regional or national energy plan, spelling out targets for renewable energy share, improving energy efficiency and promoting clean transport and alternative fuels
- Investment in sustainable energy projects
- Administrative procedures, with a view to removing barriers
- Projects or programmes from public and private actors in one of the five Campaign Areas

All projects or programmes endorsed as Official Partners are included in one of the five Campaign Areas:

- Sustainable energy communities: Working together at the local, regional or national level, towards a genuine change in energy supply and energy use on the basis of a coherent plan, involving a range of public and private stakeholders
- Market Transformation – Voluntary Commitments: Working to reduce market barriers and effect positive lasting change in the market for energy efficient goods, appliances and services, with the objectives of increasing their market share and informing the consumer of their advantages

Official Partners – Guidelines for Candidates 3

- Promotional, Communication and Educational Actions: Working to increase public awareness on a range of sustainable energy issues and products
- Demonstration and Dissemination Projects: Working to ensure effective implementation and dissemination of a range of technologies, in the major sectors: buildings, transport, renewable energy and energy efficiency
- Co-operation Programmes: Working to transfer sustainable energy technologies and know-how to developing countries

Whilst not entailing legally binding obligations, joining the Campaign as an Official Partner requires strong commitment and a substantial contribution to the objectives of the Sustainable Energy Europe Campaign.

3. What are the benefits of becoming an Official Partner?

The Campaign provides Official Partners with promotional and communication support in order to increase their visibility at the European level. Official Partners therefore receive a number of concrete benefits, including a variety of promotional services and tools made available by the European Commission. They are as follows:

- The **Official Partner Certificate** testifying the endorsement of your project by the European Commission, and attesting your commitment towards the objectives of Sustainable Energy Europe.
- The **Campaign Annual Catalogue**. Official Partners will have their project or programme together with their logos published in the Campaign Annual Catalogue “Sustainable Energy Europe: Showcasing Europe’s Best Energy Solutions”. The Catalogue is largely disseminated to target actors throughout Europe and hence promotes Official Partners at all levels.
- **Website**. Details of all Official Partners together with their logos will be published on www.sustenergy.org via a multi-criteria database, as well as regular features and news items about approved projects. Information on financial investments and sources will remain protected under the current EU regulatory framework.
- Official Partners receive the **exclusive right to use the logos** of the Sustainable Energy Europe Campaign in all communication actions related to the promotion of the project.
- **The European Union Sustainable Energy Week**. Official Partners have the possibility to be actively involved in the European Union Sustainable Energy Week (EUSEW) by organising their own event at the local level.

Official Partners – Guidelines for Candidates 4

- **Awards Competition.** All Official Partners are entitled to participate in the Sustainable Energy Europe Awards Competition (once only). Evaluated by an independent jury, the foremost examples of successful sustainable energy projects are selected and awarded at a politically prestigious public Award Ceremony held in prominent locations in Brussels, during the European Union Sustainable Energy Week.
- **Campaign Newsletter.** The Campaign Newsletter is designed as a tool for the promotion of Official Partners and presents the most recent developments of the Campaign.
- **Media Promotion.** Sustainable Energy Europe is able to promote to general and specialised media details on Official Partners through its Media Relations Desk.
- **Energy Days.** Official Partners are encouraged to organise energy-related events which can benefit from the promotional and communication support of the EC through the Energy Days Desk. In addition, Official Partners have the possibility to be regularly promoted as best practice during events associated with the Campaign, either by the Campaign team or by themselves.
- **Annual Networking Session.** All Official Partners will be invited to the Annual Networking Session, organised during the EUSEW. Nominees of the annual Awards Competition will be invited to make a short presentation of their project objectives and achievements. Spread of best practice for an increased replication potential together with cooperation for an improved business capacity are amongst the key objectives of this initiative.
- **Promotional Toolbox.** Official Partners receive a toolbox comprising various promotional and informative items.

4. Sustainable Energy Europe Official Partners: Eligibility Criteria

Sustainable Energy Europe is open to all stakeholders. Every institution, company or organisation, both public and private, implementing sustainable energy actions or programmes can contribute to the Sustainable Energy Europe Campaign and is invited to join as an Official Partner. Admission rules and guidelines are such as to allow a wide variety of membership involving serious contributors to change the landscape of energy.

However, all eligible applications are required to satisfy the following criteria:

- The 'project/programme' should contribute to one or more of the above mentioned five Campaign Areas
- The 'project/programme' should be approved and launched by relevant parties involved or at least a deadline for its launching is to have been fixed
- Although the size of the 'project/programme' should not be a determining factor, it should nevertheless have a substantial local, regional, national or international impact
- The 'project/programme' has to be proposed by the main promoter. The promoter could be a municipality, a regional or national authority, a private organization, an association or a company or a group of them
- The promoters of the 'project/programme' should provide a description of the action they wish to propose as an Official Partner via the *Application Form*. From this description, it must be clear that the planned actions fulfil the criteria contained in the guidelines
- Signature of the Sustainable Energy Partnership *Declaration Form* whereby the institution, organisation or company in question states its willingness to contribute to a sustainable Europe
- As regards the verification of whether the declared projects in fact materialize, a reporting requirement (relatively light) is foreseen for the promoters
- Compliance with Community, national and local regulations is compulsory for any action and project undertaken in the framework of the project
- Projects must be ongoing
- Projects must be financed
- No research projects are eligible unless they foresee a large dissemination
- No products can become Official Partner

5. How to become an Official Partner?

1. Visit the Campaign website: www.sustenergy.org

Here you will find comprehensive details about the Campaign and the Partnership scheme. You will also be able to download the brochure providing you with general information on the Campaign.

2. Fill in and submit the online Application Form or send a request to partners@sustenergy.org

Once the Application Form describing your project has been received, it will be evaluated by the European Commission. Successful applications will be notified of acceptance via a formal welcome e-mail.

Following the formal acknowledgement of the European Commission, please complete and sign the Declaration Form in attachment of the welcome e-mail. You can also download it from the Campaign website.

This Declaration Form is then to be sent by email, fax or post to:

Sustainable Energy Europe Campaign

Partners Desk
Chaussée d'Alsemberg, 1001
1180 Brussels
Belgium
partners@sustenergy.org
T: +32 2 333 59 54
F: +32 2 537 21 67