



**INTENSIFY**  
Interreg Europe



## 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](http://www.interregeurope.eu/intensify)



Low-carbon  
economy



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## Action plans to engage with communities and reduce GHG emissions through behaviour change

# DEAR READER

Welcome to the sixth newsletter published by the Interreg Europe Intensify project partners. The initial learning phase of the project is now complete and the eight project partners have produced their Regional Action Plans. This newsletter focuses on providing a summary of the actions planned by each partner.

We hope you enjoy reading the newsletter and take the time to learn more about the individual partner action plan by following this link: <https://www.interregeurope.eu/intensify/library/#folder=3212>

As each action plan goes through the implementation phase do keep an eye out for articles and updates by visiting the website regularly and following us on twitter.

### The Intensify project team

*Local Energy Management Agency of Almada, Portugal*

*Cork City Council, Ireland*

*Environmental Studies Centre, Vitoria Gasteiz, Spain*

*Milton Keynes Council, UK*

*Province of Treviso, Italy*

*Energieavantgarde Anhalt, Dessau-Ro lau, Germany*

*Zadar City Council, Croatia*

*Municipality of Radlje ob Dravi, Slovenia*



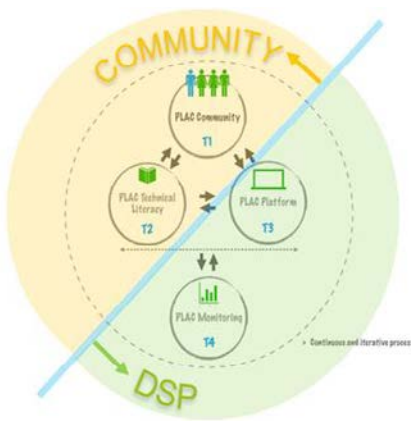
Centro de Estudios Ambientales  
CEA  
Ingurugiro Galetarako Ikastegia



# ALMADA'S REGIONAL ACTION PLAN SUMMARY

Almada's Regional Action plan, developed by Ageneal (The energy agency for Almada) seeks cooperation amongst sectors and individuals for a just energy transition. This is detailed in two different actions.

The first supports the involvement of relevant stakeholders through the implementation of a Digital Social Platform (DSP) to support the existing PLAC, Local Climate Change Platform of Almada. The second action delivers the energy transition to the one's that need it the most through the establishment of an energy community.



## Climate Change Stakeholder Platform and DSP

The Local Climate Change Platform of Almada was established following Almada's signature of the Paris Declaration during COP21, in which the Municipality defined an ambitious goal of reducing its GHG emissions by 80% in 2050. The implementation of a common DSP to showcase success stories, obtain baseline data and act as a "GHG Emissions Observatory" is central to its success. It will also facilitate the development of partnerships and common procurement procedures by its members when designing and implementing local actions and projects.

It will be a public place where everyone can check the progress of the energy transition in the city. With the support from Institutional, Technical and Scientific Partners, this action will result in a two-fold platform: the community platform itself and the Digital Social Platform that supports the community as depicted in the figure below.

## Just Transition

### - 3 Valleys Energy Community

An energy community – Comunidade de Energia dos Três Vales (3 Valleys Local Energy Community) – will be established in the Pragal district of Almada. It will have strong links with the previous action. The focus will be on the production of low carbon electricity from solar panels. Citizens will participate in the project both as beneficiaries and partners. A dissemination, communication and participation strategy will be established targeting the residents. It will help tackle energy bills while addressing energy poverty.





# SOUTHERN REGIONAL ASSEMBLY REGIONAL ACTION PLAN

## Behaviour change through Intense Community Engagement

Cork City Council on behalf of Ireland's Southern Regional Assembly has sought to improve the Regional Operational Program by participating in the Interreg Europe Intensify Project. The project's main aim is to reduce greenhouse gas emissions in the region through behavior change brought about by intense community engagement.

**Following on from the thematic events, study visits, and import workshops, Cork identified two actions to implement in the region. These are:**

- The development and implementation of a digital platform to use a tool to intensely engage with citizens and communities and inform of the need to improve the energy efficiency of their homes, the actions they can take to achieve that goal, and the financial instruments available.
- The provision and staffing of a Home Energy Retrofitting Office (HERO) in Cork City centre to support the digital platform and provide a physical space for those who may want to speak to someone about their energy behavior rather than learn on-line.

**The actions are the results of the education the Cork partner representatives learned on the program in particular:**

- The HERB project and the PLAC projects implemented by Ageneal in the city of Almada
- The AGREE and the Coronacion district projects in the Basque Country and Vitoria-Gasteiz
- The electric vehicle centre in Milton Keynes
- The school engagement processes of Provincia Treviso
- The financial instruments utilised by the Saxony-Anhalt region of Germany
- The Fiesta project in the city of Zadar
- The ICE challenge organised by the Energy Agency of Pidravj





# REGIONAL ACTION PLAN - VITORIA GASTEIZ

Through a series of meetings of the INTENSIFY Regional Stakeholder Group (RSG) in 2019, the Environment and Energy Agencies of the Basque Government has committed to support the City Council of Vitoria-Gasteiz, in the review and update of the Vitoria-Gasteiz Climate Change Plan within the framework of the INTENSIFY project, which will also be supported by this Regional Action Plan.

The Regional Action Plan (RAP) includes two actions that combine a high expected impact in terms of citizen involvement in the reduction of CO<sub>2</sub> emissions with the possibility of monitoring progress during phase 2 of the project.

## Energy refurbishment programme for private and public buildings

This action aims to boost the energy efficiency through retrofitting of the existing building stock, reducing CO<sub>2</sub> emissions by reducing both energy losses and energy demand.

The Vitoria-Gasteiz regional stakeholder group expressed a special interest in the case of Cork in terms of urban regeneration, including energy refurbishment.

Two measures have been identified as follows:

- (1)** Development of a Master Plan for Integral Urban Refurbishment Development and
- (2)** Implementation of a One-Stop-Shop for energy retrofitting and urban regeneration processes.



## Implementation of Energy Transition Measures in Public Municipal Facilities

The main objective of this action is to define and carry out the necessary measures to improve energy consumption in

municipal buildings and facilities and the generation of renewable energy together with proper community engagement in order to support implementation measures.

Citizen involvement will be supported by a new section on the municipal website inspired by the Digital Social Platforms, that will include an on-line digital viewer of consumption of municipal facilities and services and a tool for citizen participation the citizens' mailbox where anyone can interact with the City Council, making proposals and/or raising questions or complaints.

# THE MILTON KEYNES INTENSIFY REGIONAL ACTION PLAN (MK RAP)

Two actions will form the MK RAP. Both will integrate sustainability and carbon reduction into the planning and delivery of the aims of Milton Keynes Council's (MKC) objective to reduce the carbon footprint of the city.

The actions will incorporate new knowledge from the exchange of experience in the INTENSIFY project. Engagement with communities is key to increasing the reduction of carbon emissions. Although MKC has had to adapt to new forms of interaction with citizens, we are confident we can make a significant impact through the INTENSIFY aim of reducing carbon emissions.



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Pooleville, Milton Keynes

**Action 1** is a new **collaborative programme with local partners to reduce carbon emissions from buildings**. Using a fabric first approach, refurbishment of MKC buildings will include renewable energy and low carbon technologies where appropriate. This will bring down CO<sub>2</sub> emissions faster than business as usual and make a valuable contribution to the MKC target of net zero by 2030.

Project partners in Treviso have a similar project and shared their knowledge and experience that helped to build the MK partnership.

**Action 2** is an exciting new **Energy and Carbon Hub**. The Hub will be a resource for citizens to learn how to reduce their energy use and subsequent costs. Partnerships will deliver low carbon projects with local communities, organisations and individual citizens.

This action will deliver six of the seventy-five aims of the Milton Keynes Sustainability Strategy Action Plan.

The RAP Actions were presented at an INTENSIFY project Conference in November 2021. The Conference was well attended and also streamed live.

More information is available on the MKC INTENSIFY Project page <https://www.milton-keynes.gov.uk/environmental-health-and-trading-standards/mk-low-carbon-living/intensify-project> or email the project team [Christine.Ballard@Milton-Keynes.gov.uk](mailto:Christine.Ballard@Milton-Keynes.gov.uk)

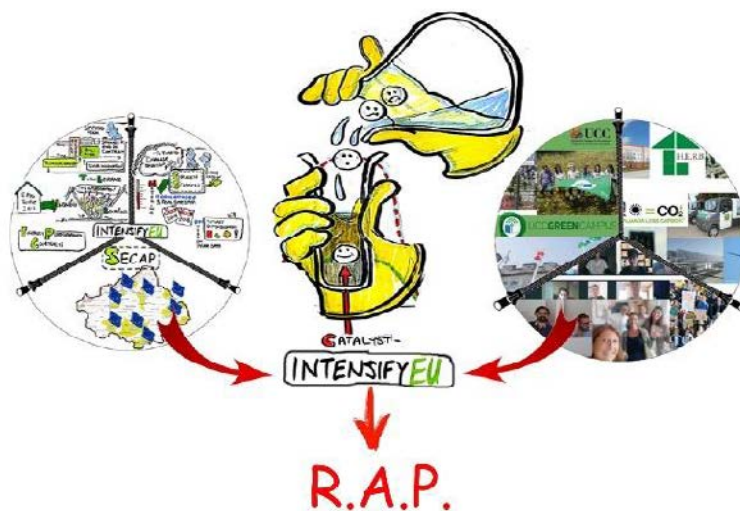
# TREVISO REGIONAL ACTION PLAN

The Regional Action Plan of the Province of Treviso is articulated in two actions that aim to improve the Regional Operational Programme of the Veneto Region by stimulating low energy consuming behaviour amongst school building users, by monitoring the energy consumption and by providing financial solutions to enhance the energy performance of a sample of ten public buildings.

In its **first** action the Province of Treviso will engage the users of the upper secondary school buildings it manages to design and implement energy reducing actions. Within the framework of the initiative known as the Greenschools Competition, the participating schools will compete against each other to improve the energy efficiency of their buildings.

A panel of experts from the Province of Treviso will assess the actions according to set criteria and, through a smart metering system, will check the school buildings energy consumption during the months of the competition. The schools obtaining the best results in terms of energy saved will be rewarded with prizes.

This action has been inspired by the good practice “Green Campus of the University College Cork” for school users’ engagement, and by the good practice of the HERB project developed in Almada for monitoring consumption.



in the data entry process. The platform’s data will be used to assess the level of improvement of the energy performance of the buildings and to plan future

In its **second** action the Province of Treviso will design and implement a digital platform for monitoring and analyzing the energy consumption of ten public buildings belonging to five municipal stakeholders of the project Intensify. They will be offered advice on the financial instruments they could benefit from to manage their building stock. The action aims at bridging the gap between the financial resources available and the public administrations’ ability to access them. Stakeholders will be trained to use the platform’s software and will be supported

interventions, in addition, building users will be made aware of the building’s energy consumption and CO<sub>2</sub> emissions. Citizens will also be enabled to check the consumption of the pilot buildings through a web portal with a view to making behaviour changes that will reduce GHG emissions in the wider community. The web portal will be linked to other energy saving initiatives and projects managed by the Province of Treviso. The financial solutions will be focused on the energy performance contract (EPC), integrated by the behavioural component, and on the bundling of contracts.



The Regional Action Plan (RAP) developed by Energieavantgarde Anhalt (EAA) aims to contribute to the main target of the INTENSIFY project: to reduce CO<sub>2</sub> emissions in the Anhalt region through community engagement.

Through this RAP EAA aims to raise awareness in the community of the importance of E-Mobility in reducing CO<sub>2</sub> emissions in the city of Dessau-Roßlau.

## Raising Community awareness of E-Mobilities importance

***This action is inspired by the Good Practice “Electric Vehicle Experience Centre” in Milton Keynes.***

The city of Dessau-Roßlau organized a “Zukunftstreise” (journey into the future). This will last approximately one year, starting in October 2021, and aims to collect from a sample of approximately 80 people the needs and expectations of the community of Dessau-Roßlau for the near future. The EAA is one of the partners of this event and will provide support in the field of mobility, working in group with citizens and municipal entities, raising the community awareness of the E-Mobilities importance. EAA will also participate in the European Mobility Week 2022 in Dessau-Roßlau, aiming to reach other people with the same message and to collect more needs and expectation within the community. In this event it will be possible for the community to test-drive different electric vehicles, developed by partners and stakeholders from the region. All these activities are a preparation for the main activity of the RAP of EAA: the creation of



an E-Mobility Information Centre in the city centre. A 3D digital mock-up will be built that aims to demonstrate how the city of Dessau-Roßlau will look like in the future if we adopt more sustainable options in terms of mobility. With the creation of the E-Mobility Information Centre the EAA aims to inform the community and support entities and companies to use more electric vehicles in the region and reduce CO<sub>2</sub> emission due to the transformation of the mobility sector. The activities were planned and will be done with the cooperation of different regional stakeholders and special support of the city of Dessau-Roßlau.



# CITY OF ZADAR REGIONAL ACTION PLAN

The City of Zadar, as part of the INTENSIFY project, has developed a “Regional Action Plan”. The actions will reduce CO<sub>2</sub> emissions and influence activities related to energy efficiency.

After making an analysis and testing together with the project stakeholders, we decided to implement activities related to the “Energy renovation of primary schools and public buildings” and the “Energy renovation of family houses.” As most of the buildings in our city were built during the 60s, 70s and 80s, we decided to direct our actions towards these buildings.

By involving the community to cooperate with the City of Zadar through such projects, it is easier to access, and thus easier to implement the activities we have planned. There are still a lot of houses, public buildings and flats in the city of Zadar without any energy protection and this has a big impact on increasing emissions.

Our plan is to introduce our citizens to the positive things that energy renewal brings through this RAP, so that through workshops and forums we can show everyone how certain activities have positive results. The plan is to apply for European Union funds to subsidize such activities and finally work together to achieve the results we have set as a goal.



### Energy Agency of Podravje – Institution for Sustainable Energy Use

Due to the history and lack of human resources especially, smaller municipalities have not developed many actions to involve citizens in decision making processes, not even in developing and implementing certain activities and action plans.

Municipality of Radlje ob Dravi and its Municipal Council adopted the Local energy concept (Regional development policy instrument) in 2012 and updated it in 2018. Its main aim is to reduce CO<sub>2</sub> emissions through energy efficiency, more renewable energy sources and sustainable transport.

In the RAP (Regional Action Plan), Energap focused on Working field 5 - Informed and active citizens -community. Through the activities in the RAP, they defined the methods and tools for active engagement of different target groups of citizens in planning and implementing the actions. The solutions will include ICT technologies and instruments as well as some basic face to face measures, for citizen to challenge the engagement.



*Carbon reduction suitcase for Citizens to detect losses and irregularities in their homes*

# THE FULL COLLECTION OF GOOD PRACTICES CAN BE FOUND HERE:

<https://www.interregeurope.eu/intensify/good-practices>

## Links

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