"INOGATE Technical Secretariat & Integrated Programme in support of the Baku Initiative and the Eastern Partnership energy objectives" Project

BUILDING PARTNERSHIPS FOR ENERGY SECURITY

www.inogate.org
EU experience in awareness raising on Sustainable Energy and on establishing Information Centres

*Key Players for Market Transformation*

By Xavier Dubuisson
Expert of XD Consulting, Ireland

March 19, 2014
Chisinau, Moldova
The Renewable Energy Information Office

- Established by the Sustainable Energy Authority of Ireland
- Under contract to South Western Services (SWS), an agri co-operative of services from 1995 till 2011.
- Annual budget of Mio€ 1 to k€ 550, funded by NDP.
- Campaign for Take-Off Award for the ‘Best National Renewable Energy Partnership’ in 2004
REIO’s Mission

Promote the use of renewable energy sources and provide **independent advice and information** on financial, social and technical issues relating to renewable energy development.
REIO’s Team

DCENR

Call Centre
Service Providers

Technical Manager
Marketing/Event Officer
Wind Energy Engineer

Administrative Assistant
Bioenergy Engineer
Low-Carbon Buildings Engineer

(seai) Sustainable Energy Authority of Ireland (funding & supervision)
Call Centre

- 6 trained call centre staff
- Thematic information packs
- Access to REIO engineers
- Support for event management
Website [www.seai.ie](http://www.seai.ie)
Conferences

• 3 major, national conferences per year;
• With study tour and exhibition
• Typically in partnership with industry group or relevant institutions
• Opportunity for learning, debate and networking
• + 20 local workshops & seminars
Schools Outreach
Educating professionals

The Sustainable Energy Authority of Ireland invites you to

Regional Wind Energy Workshop

Devon Inn Hotel, Abbeyfeale, Co. Limerick Wednesday 7th July 2010

Harlequin Hotel, Castlebar, Co. Mayo, Thursday 8th July 2010
Training Trades People

- EU-funded all-island installer training and certification programme
- 5-day training courses, exams, inspections & PR support
- 10 centres equipped with training labs
- 2500 installers trained and registered
Fostering international partnerships

Passive House Academy, NY City
Promoting the Irish Sustainable Energy Industry
Going Where our Customers Go!
Information Centres

Source: Passive House Academy

Source: Centre for Sustainable Energy (UK)
Figure 3  Renewable Energy Contribution to TPER 1990 – 2012

Source: SEAI
Lessons Learned

1. Understand your market
2. Familiarise with your target groups
3. Plan for the medium to long-term
4. Mix of skills and experience in your team
5. Leverage partnerships with key stakeholders
6. Target influencers and early adopters first
7. Utilise the media & give exposure to your bosses
8. Build supply and demand at the same time
9. Mix of national and international funding
10. Work closely with policy-makers (e.g. RE Obligations)
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