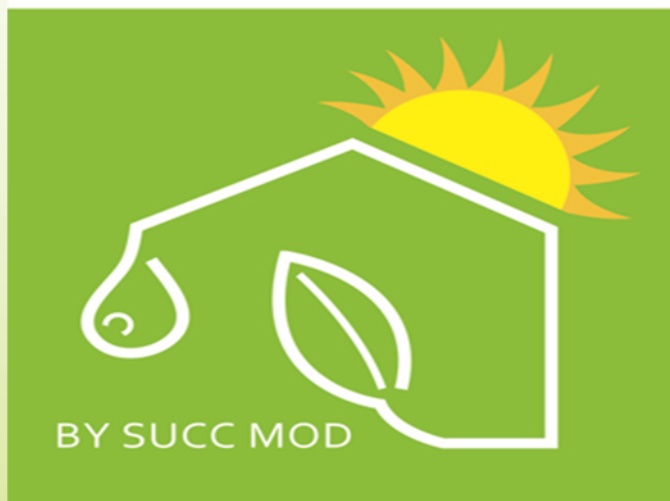




## NEWSLETTER 4- WidetheSEEbySuccMod

# WIDE THE SEE



Programme co-funded by the  
EUROPEAN UNION





## Upcoming awareness campaign in Romania

The main aim of “Wide the SEE by Succ Mod” is to boost the use of solar energy for domestic hot water in the countries of SEE (South-East-Europe). After study visits in Austria and Greece, evaluating several best practice projects and implementing a “Methodological Guide” the next step to reach this aim is to start an awareness campaign for solar energy in Romania.

The campaign starts in spring 2011 and is mainly planned and executed by our Romanian project partner CARDT- UEM in Resita.

Its main elements are:

- several public events in Romania (see [www.widethesee.eu](http://www.widethesee.eu) – events)
- attendance on trade fairs and events related to the topic of thermal solar energy
- spots on radio and TV
- printed campaign material (e.g.: posters, brochures, booklets, calendars,...)



The difficulties of life are intended to make us better, not bitter.

[www.widethesee.eu](http://www.widethesee.eu)

## Campaign Material

The material shown below was created through the joint cooperation of the consortia and after the end of the campaign in Romania, the “Wide the SEE by Succ Mod” partners will revise the campaign design and adapt it for their countries. It is planned to make campaigns in several additional partner countries (Hungary, Italy, Bulgaria, and Slovenia) in 2011.





## Awarness Campaign in Romania!

### Save Water

When you save water, you save money on your utility bills too.

Turn off the water while brushing your teeth and save 113 liter a month.

If you accidentally drop ice cubes when filling your glass from the freezer, don't throw them in the sink. Drop them in a house plant instead.

In order to develop the solar thermal market, all aspects must be formulated at the same time: the industry, the public awareness, the subsidies as well as the products and the installers.

After a thorough assessment of the current status of solar thermal in SEE countries, involving extensive consultation with stakeholders of the solar thermal market highlighted a number of barriers to its deployment where identified.

Because of the lack of public awareness and political recognition, the high initial costs, absence of financial incentives, and a small and fragmented solar industry showed the importance of raising people's awareness for this special topic.

To share the outcomes of the project and in response to current interest for solar thermal energy usage, our partners held several Dissemination conferences and an awareness campaign took place.

Mr. Daniel Amariei, who represents our partner CARDT-UEM from Romania took his experience and knowledge as a Market Operator Group Member and customized the campaign for the needs of residential customers and business owners.

He strategically targeted home owners and shopkeepers in a well frequented residential estate. He helped them to understand the benefits of solar thermal energy, which are lower utility costs, increasing their property value and increasing the energy independency.

**At this time we would like to congratulate him for his great efforts in this area!**

# Info Day in Resita, April 15th, 2011 LET THE SUN SHINE IN!

**EUSEW 2011 – Celebrating sustainable energy in 43 countries**



This year's EU Sustainable Energy Week (EUSEW), Europe's key event for a more sustainable energy future.

## **What are Energy Days?**

An Energy Day is a non-for-profit event that promotes energy efficiency or renewable energy.

## **Energy Days can take many forms:**

An open-doors day at a private home or company premises, an educational workshop for children, an exhibition where companies present and demonstrate clean energy technologies to the public, or fair, conference, media campaign, a concert and much more...

Our Project Partner CARDT-UEM from Romania set up an Info Day on April 15th 2011, which was announced at the European Sustainable Energy Week.

This event was of high relevance for the project because it helped to establish the awareness campaign in the Project Partner Country.

At the University EFTIMIE MURGU Home Owners as well as companies had the opportunity to meet and exchange information about solar thermal installations.

LINK: [www.eusew.eu/energy-days-europe](http://www.eusew.eu/energy-days-europe)

**7th Monitoring Committee of the SEE Programme**

**On 11 May 2011, In Sofia, Bulgaria took place the 7th Monitoring Committee Meeting of the SEE Programme.**

**The representatives of the partner states participating in the Programme discussed issues related to Programme evaluation, implementation, and further calls.**

**Our Project was presented by Mr. Gino Verrocchi ,Mr. Daniel Amariei and Mr. Athanasios Kalogeras.**

**Check the pictures on our website**



## Dissemination conferences took place!

### Save Energy

Plug your electronics into power strips. When turning off these electronics, power down using the power strip to prevent standby mode from drawing electricity unnecessarily.

Install a programmable thermostat compatible with your heating and cooling system. Make sure to set it comfortably low in the winter and comfortably high in the summer.

Our Partner from Ukraine, Hungary, Macedonia, Italy and Austria held conferences in March 2011!

The aim of the conferences was to present the main achievements and the outcomes of the project.

The **Province of Teramo**, in cooperation with CNA Teramo, attended “**Energia 2011**”, a national event on sustainable energies in Pisa on 12th February 2011.

The project manager Gino S. Verrocchi, the engineer of Agena Danilo Di Pietro and Dr. Stefania Silvestri on behalf the CNA attended the conference as speakers addressing the issues of the promotion of solar thermal energy through a European project, policies and the role of small enterprises.

The **Odessa Region** held the conference at the Exhibition **Your Home Odessa 2011!** with about 40 speakers and attendees, representing Ukrainian and foreign Business Operators and Technicians, Public Administrators and Professors from Universities.

**GET** our Partner from Austria held their conference on March 11th 2011. It was announced in several newspaper on a regional level. In total a few hundred visitors were informed about the project since it started in the morning with the participation of school classes and ended with an open round table discussion.

**BAYZOLTAN** our Hungarian partner set up the conference at the beginning of March. This event helped our partner to show the general public the necessity of government influence in this market.

**MACEF** our Macedonian partner held their conference at the international Construction Fair in Skopja in the presence of over 110 businesses, academic and municipal sector representatives both from Macedonia and the surrounding Region.

This coordinated effort between the partner countries helped to highlight the importance of solar thermal energy as a viable energy source.

**This is just the beginning of a bright and sunny future!**

#### Upcoming Events

**August 25th, 2011**  
6th Dubrovnik Conference on Sustainable Development of Energy, Water and Environment Systems  
(Croatia, Dubrovnik)

**October 19th, 2011**  
CEP® Clean Energy & Passive House EXPO  
(Budapest, Hungary)

**October 20th, 2011**  
5th European Solar Thermal Energy Conference (ESTEC 2011)  
(Marseille, France)

More Info on:

[http://  
www.conferencealerts.com/energy.htm](http://www.conferencealerts.com/energy.htm)



# Newsletter 4

## Comic Book from MACEF- Making solar collector of our own!

MACEF- released a comic book for children regarding solar thermal energy. This comic book will be used for the dissemination of solar thermal energy for the youngest. The fascinating story of these two students who take the chance to discover the possibilities of the sun shows how children can be introduced to solar thermal energy and what role it can play in their lives.





MACEF published in the last two years several brochures dealing with energy efficiency.

The two brochures shown below are related to Energy Basics for kids. This coloring book takes the youngest into the world of renewable energy sources.





## Legal disclaimer:

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