

## DELIVERABLE D.T3.1.3

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Upstreaming PANEL2050 strategies

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## **D.T3.1.3: Upstreaming PANEL2050 strategies**

Activity A.T3.1 Adjustment of strategies, roadmaps and action plans

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## 1. Introduction

The deliverable D.T3.1.3 belongs to the activity related to the adjustment of strategies, roadmaps and action plans (A.T3.1), with the aim to capitalized non-technical EE solutions, provided by the selected transnational projects.

The PANEL2050 solution(s) (D3.1-D3.7 “Roadmapping process sustainable energy strategy that contains Regional Energy Profiles, Visions, Roadmaps and Action Plans” & D2.1 “Advocating for Sustainable Energy in Central and Eastern Europe”) are being adjusted and tailored in a way that they can be easily used and better deployed in the new PAs, on national, regional or local levels. The obtained results will be available through the BOOSTEE-CE OnePlace platform.

## 2. PANEL2050 – Description

Panel 2050 is a project funded from European Union’s Horizon 2020 research and innovation programme. The aim of PANEL 2050 project was to create durable and replicable sustainable energy networks at local level, where relevant stakeholders collaborate for the creation of an energy visions, strategies and action plans for the transition towards low carbon communities in 2050.

Each of PANEL’s 10 partner regions developed local Energy Roadmaps and Action Plans promoting and supporting the transition towards a low-carbon community. The CEESSEN roadmaps on energy future 2050 were designed in comprehensive process encompassing the process of generating a baseline, setting a regional vision, drawing up the roadmap itself including several action plans. The roadmapping model, which all partners are ask to follow was divided into different steps building on each other from the first initial data collection to a complete implementation plan. The following figure shows the CEESSEN roadmapping model.

# Regional ENERGY ROADMAPS in PANEL model

The Roadmap is your recipe for reaching your vision!

**What to do to be successful:**

- Create a dedicated roadmapping team
- Use the guidelines and templates
- Involve stakeholders from the beginning
- Ensure the endorsement from actors, authorities & the public

**Backcasting**

- Start from your vision and define actions from there.
- Go step by step.
- Be innovative. Push for radical actions.

**Standardised PANEL roadmapping process**

**BASELINE** – what is the situation?

**VISION** – where do we want to go?

**ROADMAP** – how will we reach our vision?

**ACTION PLANS** – who, when, how much investments, what resources, etc.?  
 Thereby narrowing the roadmap development down to single steps/actions



The PANEL 2050 Energy Advocacy Training Programme is a structured and integrated approach that combines theory with practice for this purpose. It was created by the Johan Skytte Institute of Political Studies at the University of Tartu to help PANEL partners analyze their local market to identify which stakeholders should be involved and then implement strategies for engaging them using various methods. The aim of current guidebook "Advocating for Sustainable Energy in Central and Eastern Europe" is to provide guidance on how organizations can develop efficient energy advocacy activities, including stakeholder engagement, roadmapping, marketing and communications, fundraising and policy analysis. These skills empower and enhance the co-operation in the sustainable energy sector. The purpose of this handbook is to be a practical guide targeted for Central and Eastern European countries. It can be easily adapted to individual, project specific or organizational needs, by following the whole methodology or by selecting specific topics from the guidebook. The structure of the handbook provides guidance for most major activities that you will have to make when considering and undertaking energy advocacy.

## 2.1 D3.1-D3.7 "Roadmapping process sustainable energy strategy that contains Regional Energy Profiles, Visions, Roadmaps and Action Plans" & D2.1 "Advocating for Sustainable Energy in Central and Eastern Europe") – Adaptation to new pilot areas

### D3.1-D3.7 "Roadmapping process sustainable energy strategy that contains Regional Energy Profiles, Visions, Roadmaps and Action Plans"

The Roadmapping process and the strategy imposed by the PANEL2050 project have been adapted and implemented to the needs of the TARGET-CE project, in order to finally use it for the work and results of the WPT4 package.

At the moment, as part of the pilot actions and adaptation of planning tools developed under the PANEL2050 project, the first stage of the Roadmapping process, ie the Regional Energy Profile, was used as the basis for the creation of an efficiency assessment and energy standard for public buildings belonging to Associated Partners. It was essential step to obtain a well-detailed information on energy efficiency of given building, which will be fundamental to proceed with further works.. As a result of these activities, on the basis of the Regional Energy Profile and its assumptions, a form was created to collect data for D.T4.1.2 Pilot action preparation. As part of this action, the state of technical advancement of buildings was determined, as well as the necessary actions to be carried out in order to create the assumptions of the Pilot Action, planning of



the steps to be carried out and determining the actions that should be carried out in order to modernize the building in terms of energy to the requirements specified in the national legislation. Each partner was to define the Regional Energy Profile on a micro scale for buildings in their own region.

The next step in implementing the Panel2050 Roadmapping methodology is adjusting the strategies and documents to the activities related to the implementation and evaluation of pilot activities. To implement this action, a methodology for reporting pilot activities was created, which includes most of the imposed elements from the Roadmapping process, including: creating a vision, a solution scenario and a detailed action plan, which includes step-by-step description, stakeholder engagement, timeframes, resources and monitoring strategy

Due to the nature of the Roadmapping process and its wide scope (methodology obtained for the whole region, and not, as in the case of the TARGET-CE project, for specific buildings), the approach to this methodology had to be changed and the characteristics of the buildings concerned, not the region, had to be taken into account. .

## **D2.1 “Advocating for Sustainable Energy in Central and Eastern Europe”**

PANEL 2050 Energy Advocacy Handbook serves as a guidelines for each partner in the activities related to the regional pilot actions development. This guide is used as a universal set of tips that can be adapted and used in any foreseen and unforeseen action related to the implementation of the pilots especially during:

- **Advocacy activities**  
As the aim of advocacy activities in TARGET-CE project is to change practices in order to advance and improve conditions of the target groups, and eventually convince them to energy monitoring and reaching significant energy savings. Changing people mindsets is very difficult, each pilot action faces different problems and priorities but the handbook can be easily adapted to individual, project specific or organizational needs, by following the whole methodology or by selecting specific topics from the guidebook.
- **Marketing/promotion activities**  
Marketing communications includes overall the actions taken by a firm or any other entity to communicate with external parties, including businesses, decision makers, or individuals (customers). The handbook gives overall approach to communication activities from setting the communication goals, identifying target audience, selecting messages for this audience till designing the path. The guidelines gives an overview of tools, good practices and proposition of problem solving that PP use and develop to their own needs.
- **Stakeholder engagement activities**  
The stakeholder engagement is crucial point of every project. The handbook is a wide guideline for partners in planning and implementing stakeholder activities but also it is a compendium of advices how to map stakeholder, how to deal with resistant stakeholders and many others relevant problem solving that may accrued during TARGET-CE project and can be easily fixed or avoided by following described steps.

D2.1 “Advocating for Sustainable Energy in Central and Eastern Europe” has always assisted the project partners with any doubts or problems related to the subject matter described above. It was recommended especially for the organization and implementation of Focus Group Meetings, but also for the first activities related to the implementation of pilot activities.

In addition, all key information contained in the handbook will be taken into account and adapted into the final DT4.3.3. Handbook for energy planners.

## **2.2 D3.1-D3.7 “Roadmapping process sustainable energy strategy that contains Regional Energy Profiles, Visions, Roadmaps and Action Plans” & D2.1 “Advocating for Sustainable Energy in Central and Eastern Europe”) – Problems occurred in capitalization**



As the solutions of the PANEL2050 project are a methodology implementation proposal and not a direct import of solutions, it was necessary to modify the roadmapping strategies and adapt them not to the needs of global energy planning, but to the microscale implementation of energy monitoring in buildings. Some of the methodological proposals had to be changed and adapted to the final mission of the project.

The selected solutions of the PANEL2050 project could not be directly adopted by the selected Partners, therefore it was decided that they would be adopted in strategic and planning documents for all partners after appropriate adaptation. In addition, updated versions of document templates will be made available on the One Place Platform for all interested parties.

### **3. Results and examples of tailored tool in new PAs**

Achieved results of the capitalized solutions:

1. D2.1 “Advocating for Sustainable Energy in Central and Eastern Europe”
  - Guidelines for Partners in activities related to e.g. advocacy, marketing, promotion, stakeholder engagement;
  - Substantive input and guidelines for the preparation of DT4.3.3. Handbook for energy planners;
2. D3.1-D3.7 “Roadmapping process sustainable energy strategy that contains Regional Energy Profiles, Visions, Roadmaps and Action Plans”
  - Guidelines for creating energy profiles for buildings used in D.T4.1.2;
  - Guidelines for the implementation, monitoring, reporting and evaluation of project pilots which will be used in A.T4.2-A.T4.4

### **4. Conclusions**

The upstreamed PANEL2050 project solutions could not be directly transferred / implemented to other partners or new pilot areas due to the difference between the methodology of the Roadmapping process and the pilot activities carried out in the TARGET-CE project. Therefore, in order to make the best use of the achievements of the PANEL2050 project, the Handbook for energy planners and implementation and evaluation of pilot actions were modified and implemented in the creation of the final results of the project (under WPT4).