



Strategies, roles and initiatives for local and regional actors

Mats Johansson, KanEnergi Sweden AB
Gdansk 24 February 2011



My presentation

- Introduction
 - Strategic approaches in the local/regional context
 - Lessons learned and success factors
 - Engaging the stakeholders
 - Translating strategy into action
-
- *European study of 21 cities*
 - *Large number of local/regional energy strategies in Scandinavia and Baltic states*
 - *Almost 10 years participation in ManagEnergy and EU networks and projects*



Context

- It is only through the scaling up of local government initiatives that EU Community and national target will be achieved and the benefit of sustainable energy realised.
- These benefits range from a better **environment** to more secure **energy supplies** through the benefits of new local **investments** and **employment** opportunities.



Why is sustainable energy a strategic issue for local and regional governments?

- Large energy users
- Usually owns utilities (district heating, electricity, waste)
- Responsibility for implementing national strategy and policy
- The energy resources are available!
- Influences from local champions, NGO's, stakeholders
- Increasing running costs for own operations and industry, trade and households within the area



...

- Coupled with long term development of infrastructure
- Requires cooperation and participation from a range of actors and operations
- Large impacts on our environment on local, regional, global level
- Scarcity of resources demands prioritising!
- The energy system is depending on a lot of factors outside the influence of local and regional authorities (taxes, prices, growth...)



Strategic approaches

In general the local approaches and strategies for implementing sustainable energy actions can be described in typical strategic approaches characterised as:

1. Vision & Values
2. Networking & Participation
3. Ownership



Vision & Values

- By focusing on the vision and common values a **leading star is created** for the actors.
- This is important for the **long-term strategy** implementation and interaction with other strategic issues.
- **Enforces** the community's politicians, civil servants and the general public to take action.



Networking & Participation

- Through networking and participation the impacts on **local engagement and awareness is strengthen.**
- Supporting a more **self-sufficient development** driven by a range of actors
→ requires limited resources for support.
- Very important when the own direct influence is limited.
- Initiated by involving interested parties outside the internal organisation to contribute to the development of strategies such as an sustainable energy action plan (SEAP)
- Important to establish a forum for the network and rules/conditions for the actors to operate within.



Ownership

- Local authority often an owner in the energy sector, which can be exploited for the development of the energy system.
- By focusing on ownership you build a **strong central driven organisation** which is easier to control and support.
- However, the possibilities for engaging local stakeholders and alternative approaches are limited.
- Driven by decision making and controlled through investments/business plans.
- Favoured by **central governance** and access to **expertise**



The SusCom project

- Findings from 21 community case studies
 - Austria
 - Bulgaria
 - France
 - Poland
 - Spain
 - Sweden
 - UK



Lessons learned

- To be come sustainable you have to be sustainable!
- Sustainable development require resources!
- Close interaction between politicians and civil servants
- Contradictable municipal objectives and strategies
- Limited ability to influence



Success factors

- Local perspective always most important
- Education and training raises awareness and understanding
- Political will and long term commitment
- Success feeds success
- Ability to attract external financing
- Alone is not strong!
- → Engage the stakeholders in the process



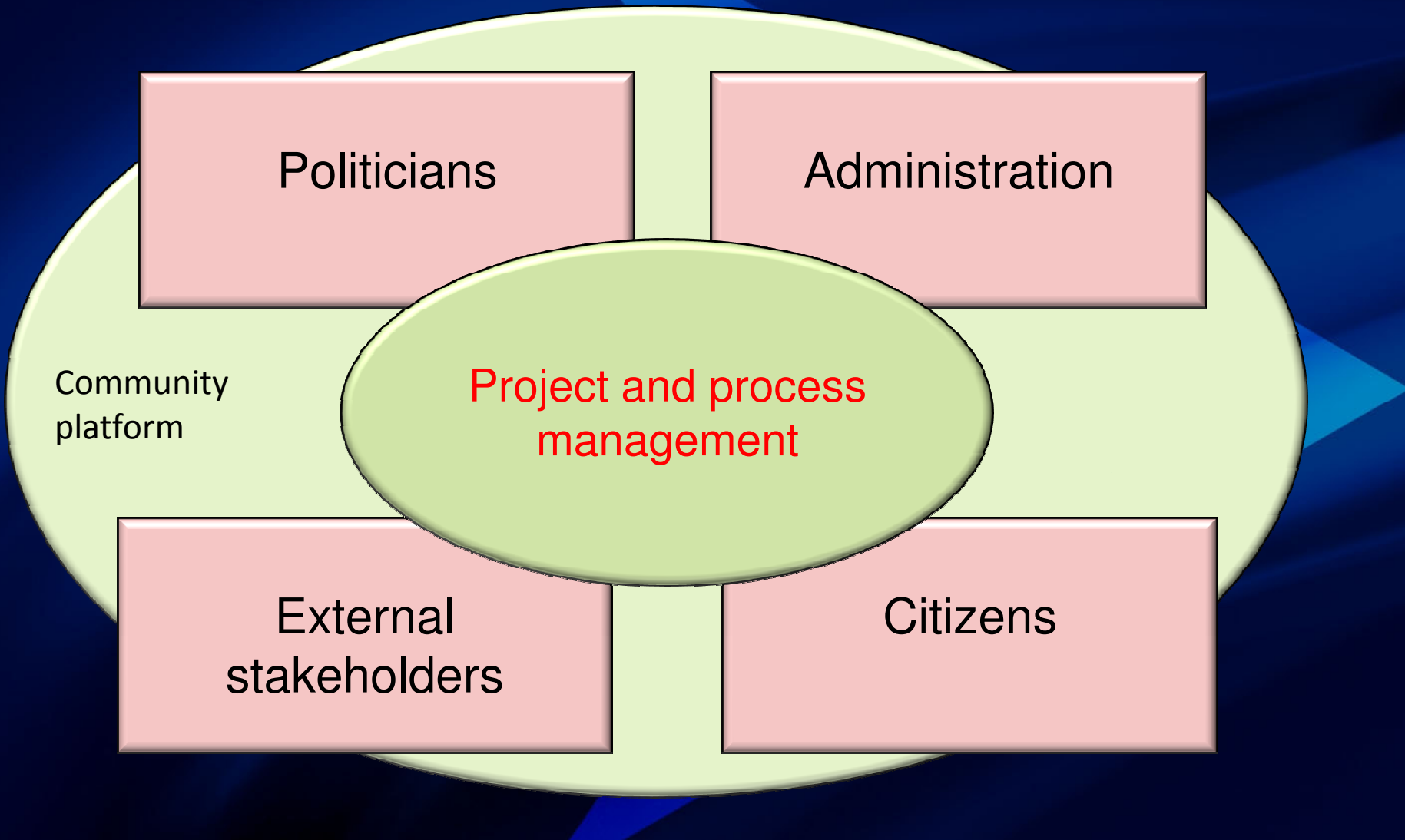
Engage the stakeholders

Public

- Regional/local authorities
- Regional energy agency
- University
- Educational institutes
- NGO's
- Public transport organisation
- Waste management
- Established networks
- Individuals
- ...

Commercial

- Local energy companies
- Utilities
- Industry
- Business organisations
- Local transport companies
- Farmers organisations
- Land owners
- Housing and real estate developers
- ...





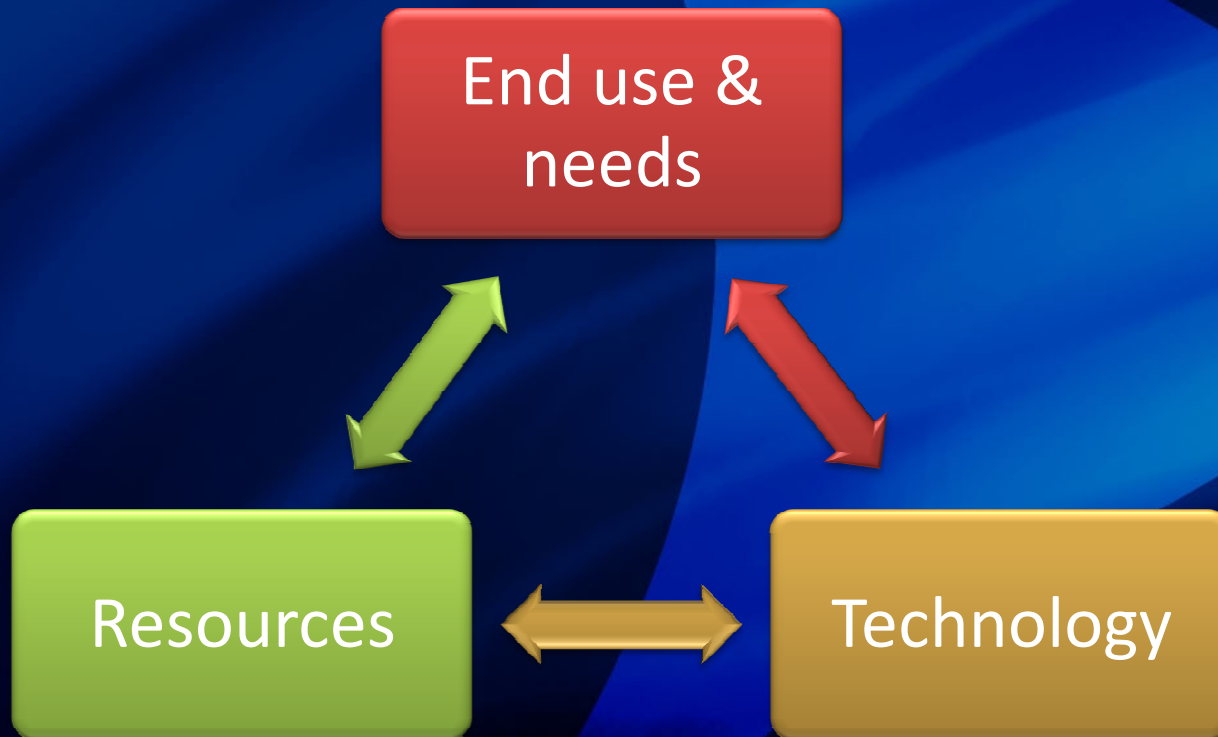
Translating strategy into action

Utilise all roles and functions of the organisation

- Authority
- Owner (land, forest, utility, electricity grid, buildings, operations...)
- Project developer/investor
- Purchaser (electricity, heat, services, transport, vehicles...)
- Education/training
- Influencer/advisor/communication



To whom, what and how





Conclusions

- Start by discussions on vision, values and objectives
- Knowledge and awareness important
- Identify and communicate already achieved results
- Engage the stakeholders
- Integrate sustainable energy in all your roles
- Allocate the resources and responsibility's
- Start with “low hanging fruits”
- Use/attract external financing



Guidance and inspiration

- The ManagEnergy website (www.managenergy.net)
 - Case studies and Good Practice
 - Energy Agencies
 - Events
 - Partner search
 - Newsletter
- Covenant of Mayors (www.eumayors.eu)
 - Guidance and support for Sustainable Energy Action Plans etc



Contact data

Mats Johansson

Tel: +46 709 78 13 89

Mail: mats.johansson@kanenergi.se