



INTENSIFY will engage local communities to change the way we reduce carbon emissions.

Inspirational ideas from energized communities will be turned into coordinated actions to reach ambitious climate goals.

**Partners are:**

Local Energy Management Agency of Almada, AGENEAL (PT)  
Cork City Council (IE)  
EnergieavantgardeAnhalt e.V. (DE)  
Environmental Centre for Administration and Technology (ECAT) (LT)  
Environmental Studies Centre (ES)  
Milton Keynes Council (UK)  
Municipality of Trnava (SK)  
Province of Treviso (IT)  
Zadar City Council (HR)



# INTENSIFY

Interreg Europe



European Union  
European Regional  
Development Fund

Intensify Project

Newsletter #2

November 2019

## **Intro:**

Year one of this five year project is now complete. The project partners have been working on how to be more effective in achieving success with the INTENSIFY aims of reducing carbon emissions.

The main aims are to help communities reduce their GHG emissions. Possible pathways for this are to help decision makers understand what communities want to do to about reducing CO<sub>2</sub> through technology. This includes increasing use of electric vehicles, car sharing, decentralised energy supplies and higher efficiency standards for retrofitted homes.

Motivation and inspiration are key elements to making policies and lifestyle changes. There are ways of switching to products and technologies that enable GHG emission reductions whilst continuing to keep the same quality of life. Products and technologies that reduce GHG emissions are frequently more expensive to purchase than GHG intensive options currently in use. It is helpful if communities are aware of available financial incentives to help them to make the switch. It is beneficial for people and the environment if communities share the advantages of switching to low carbon technologies to move towards low carbon lifestyles.

The project has brought in the craftsmanship of Matt from Drawnalism to create a visual interpretation of the messages and options discussed in the project meetings.

The INTENSIFY project team has nine nationalities speaking eight different languages. Matt's posters provide overviews that describe key points and distill information into key learning outcomes of the meetings.



Photograph: Matt from Drawnalism beside some of the posters created for INTENSIFY

You can view the Drawnalism files at <https://www.interregeurope.eu/intensify/library/> in the section marked “Graphic Recordings of the Thematic Events”

## **Milton Keynes meeting**



Milton Keynes is a fast growing city in England centrally located between the educational institutions in Oxford and Cambridge and the UK’s two highest populated cities Birmingham and London. Milton Keynes is achieving CO2 reductions through piloting transport sector initiatives. This has had some success as the number of electric vehicles owned by Milton Keynes citizens is currently twice that of the UK average.

The Milton Keynes workshop helped the project partners understand how to identify main sources of CO2 emissions in their city/area and who is responsible for these emissions.

The partners learnt easy ways reduce CO2 emissions and identify ways of improving reducing emissions by understanding in detail the links between city actions and national CO2 targets.

## **Understanding Motivation in Treviso**



Partners met at Treviso HQ to study best practices of supporting communities on ways to take action to reduce GHG emissions. The Treviso province has been proactive in motivating the educational

authorities in the province to reduce their greenhouse gas emissions. The project partners learnt how they co-created a shared vision of the future with local communities.

This was possible by providing tools to encourage communities to work together by exchanging experiences and defining actions for the future.

## **Financial Instruments:**



For this event the Energieavangarde e.V invited participants to the beautiful city of Dessau located on the river Mulde near it's confluence with the river Elbe. Dessau is where the Bauhaus architectural movement began in the 1920's.

The creation of financial instruments to assist communities in making the switch to lower GHG products is a challenge for many partners in the project. On this occasion Energieavantgarde did not disappoint and gave participants a series of good examples including that of schools which had undergone deep energy efficiency retrofits with funding from regional banks.

The aims of the workshop were to

- *Explore what models exist of "win-win" in local carbon reduction – ie a financial payback that creates a beneficent spiral? [example: the German Stadtwerke]*
- *Can they be evaluated according to common criteria that reflect the targets (Theme 1), the local ownership structures (Theme 2), and local realities (e.g. national legislation)?*

The evaluation report on the project is located here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1561198634.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561198634.pdf)

## **Digital Social Platforms**



The fourth and final thematic event was hosted by the Environmental Studies Centre in Vitoria-Gasteiz. Vitoria-Gasteiz is the capital of the Spanish Basque Country and of the province of Araba/Álava in the northern part of the country.

The **aim** of workshop was to find answers to the following questions:

- *What models exist of community engagement platforms (digital or not)? How to decide whether to “go digital”?*
- *How to plan and implement a Platform (digital or not)*
- *How to pay for it eg via Financial Instruments (Theme 3)?*
- *Could a Platform be jointly specified or procured, either between INTENSIFY partners or with non-INTENSIFY collaborators (eg a region)?*

A total of five presentations were given. They can be found at the following locations:

Ervia’s Vanessa Pulgarin-Auguilla’s presentation is here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1571148367.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1571148367.pdf)

A summary of Vanessa’s presentation is available here:

<https://www.interregeurope.eu/intensify/news/news-article/5889/social-media-has-significant-impact/>

Theo Fernandes (New University of Lisbon) presentation is here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1571148629.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1571148629.pdf)

A summary of Theo’s presentation is here:

<https://www.interregeurope.eu/intensify/news/news-article/6020/good-dsp-design-essential-for-community-engagement/>

Christine Ballard’s (Milton Keynes Council) Presentation is here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1571148757.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1571148757.pdf)

A summary of Christine’s presentation is here:

<https://www.interregeurope.eu/intensify/news/news-article/5900/milton-keynes-trials-digital-social-platform/>

CARTIF's José L. Hernández presentation is here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1571148878.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1571148878.pdf)

A summary of José's presentation is here:

<https://www.interregeurope.eu/intensify/news/news-article/5901/cartif-backs-a-holistic-approach-to-urban-platforms/>

Alexandrá Alfoldiovás (University of Ss Cyril and Methodius) presentation is here:

[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1571149006.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1571149006.pdf)

A summary of Alexandrá presentation is here:

<https://www.interregeurope.eu/intensify/news/news-article/6021/computer-games-engage-students/>

#### LOOKING TO THE FUTURE:

The next year will be a busy one for the project participants. They will each participate in three study visits and will each host two. During each study visit, project partners and their stakeholders will learn about best practices employed by their hosts to engage with communities to reduce GHG emissions.

Partner regions will also engage with their communities to establish the level of awareness in the community to reduce greenhouse gas emissions. The results should be interesting.

