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european energy award IMPLEMENT

Implement

TASK 5.1 | Comparative research of support schemes

Analysis report

Summary

The implementation of the eea in new countries depends on the support by regional and national governments. This support comprises not only, but as a very important part, financial support. Therefore, this “Comparative research on support schemes” focusses on analysing funding and support strategies in long-term eea countries and existing support strategies in the new eea countries. Moreover, interviews within the administration and political level of the national/regional authorities were implemented to pinpoint success factors in the support schemes of the eea.

Funding schemes to support municipalities in the framework of the implementation of the eea or connected activities could be detected in four of the five new countries. Only in Croatia, no funding schemes could be identified. It will be an important task for the roll out to define a strategic approach for each country and establish a support structure based on existing financing and funding structures.

In the different long-term eea countries, diverse strategies to cover the costs and support eea municipalities have been established according to the specific situation in the country. Support is given on regional and on national level, and this support influences the organisational structure of the eea in the different countries.

In the interviews, the interview partners highlighted the systematic, binding and structured approach, the provision of supporting structures and the exchange, competition and communication between the municipalities as success factors of their eea programmes.

High-level political support and financial support were seen as important preconditions to establish the eea as a successful and long-term instrument to foster climate protection in municipalities.

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1. Approach

The aim of this task is to analyse existing financial and administrative support for local climate and energy policy in the implementing countries and already available support and financing schemes in the long-term European Energy Award (eea) member countries. This shall build the basis for the sustainable establishment and financing of the eea in the implementing counties. Partners will build on the results in order to develop a feasibility study and a business plan.

The achievement of these goals included the following steps and activities:

- B.&S.U. mbH has developed a common template for the implementing partners in order to collect existing financing and funding schemes in their countries, which could be used as a source to finance the sustainable implementation of the eea. In addition to the aspect of financing, also organisational structures have been taken into account in order to provide inspiration to the implementing partners on how to structure the eea in their countries. The result was analysed and summarised by the task leader.
- In cooperation with Brandes Energy (BRE), existing regional and national support schemes in the long-term eea countries have been collected and analysed
- Based on the results of the previous steps, interviews have been carried out with representatives of the administration and the political level of national/regional authorities in the long-term eea counties in order to get information that is more detailed and clarify open questions.
- The analysis report compiled by B.&S.U. mbH with support of the project consortium brought together all information and conclusions as described above and has been translated into the national languages by the implementing partners.
- The results of the analysis report will build the basis for the Seminar on support schemes organised by BRE in cooperation with B.&S.U. mbH.

2. Regional and national support schemes in existing eea member countries

The financing of the eea consists of three levels. Firstly, there are the programme contributions, which are to be paid by the municipalities to the national offices to finance the implementation of the eea at national level. Secondly, the municipalities have to pay the eea advisor and the auditor for their work on municipal level.

Finally, national offices pay their programme contribution to the international level, the international association based in Brussels, in order to finance all necessary overarching tasks.

Overview of cost categories in the framework of the eea:

To be paid by national office

- Membership fee Association European Energy Award AISBL
- License fee Association European Energy Award AISBL

To be paid by municipality

- Programme fee
- Costs for advisor
- Costs for audit and auditor

In addition to these financial aspects, the support by national, regional and local governments is very important for a successful implementation of the eea in a country. This support comprises political, financial and communicational aspects like for example:

- Provision of political support
- Provision of funding schemes for the implementation of the eea on municipal level but also for the realisation of measures
- Communicational support, e.g. role in the national award ceremony, endorsement to the municipalities and the public and dissemination of results.

All long-term eea countries developed their strategy on how to cover the costs on the three different levels and how the political support is provided. This will be described in the following.

2.1. Austria

www.e5-gemeinden.at

Started the programme in 1998

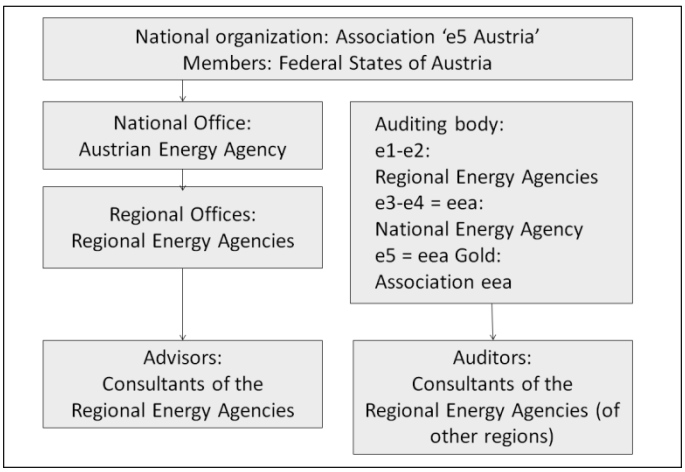
Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
228	74	130	24

(Status beginning 2019)

Type of organisation

The Association 'e5', with members being the Austrian Federal States, offers the eea programme 'e5'. The programme is managed on national level by the national energy agency 'Austrian Energy Agency' and on state level by the regional energy agencies.

e5 Austria – Programme for energy efficient municipalities



Costs and fees

Municipalities have to pay an annual fee, which incorporates all costs for the eea process (including consulting costs in regular years and in audit years, programme contribution, audit costs). The fees have to be paid to the Association e5.

Annual programme fees (to be paid by the municipalities).

Inhabitants	Annual fee for municipality
below 1.000	3.900 Euro
below 3.000	4.500 Euro
below 5.000	5.100 Euro
below 10.000	5.600 Euro
below 20.000	6.200 Euro
below 50.000	6.700 Euro
below 100.000	7.800 Euro
above 100.000	Indiv.

Supporting schemes

The Austrian federal states strongly support the eea programme and processes in Austrian municipalities through their energy agencies. There is one energy agency in each federal state, which acts as regional eea office. These regional eea offices/energy agencies, assign members of their staff to be the eea advisors in municipalities that joined the eea programme. The services of the eea advisor are completely free of charge for the municipalities (once the municipality paid the annual programme fee – see above). In order to assure independence, the auditors for municipalities in one federal state are energy agency staff of another federal state. Usually the most experienced eea advisors also act as eea auditors. The auditor's services are also free of charge for the municipalities.

2.2. France

www.citergie.fr

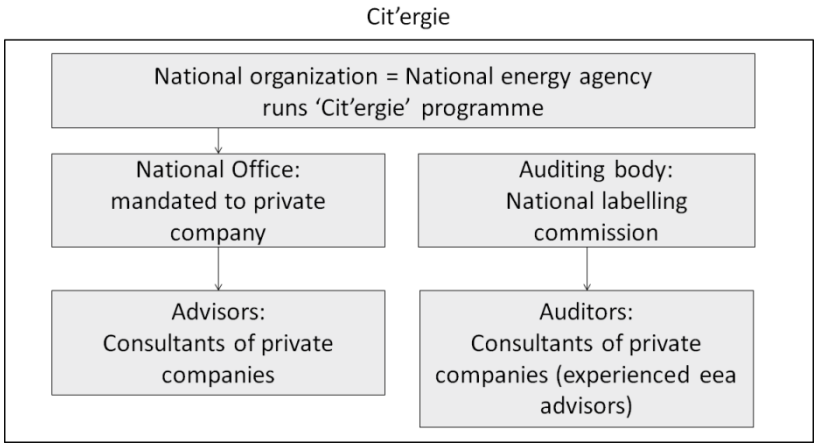
Started the programme in 2005

Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
167	120	45	2

(Status beginning 2019)

Type of organisation

The national energy agency ADEME is responsible for the eea programme in France, which is here called 'Cit'ergie'.



'Cit'ergie', the programme co-managed by ADEME and a private consulting company, is mandated to be the national eea office.

Costs/ fees / supporting scheme

Municipalities do not have to pay any programme fees; they only have to pay partially (on average 30%) the consulting services of the eea advisor. For a full 4-year eea cycle, this costs on average 31.000 € (French eea municipalities are usually bigger than in the other eea countries, 70% of the participating eea cities in France have > 50.000 inhabitants).

The co-funding of the advisor costs by the national level (ADEME) and/or the federal state level varies between 50% and 70%. (In the last years it was on average 70%), so this results in average costs for a 4-year eea circle of 9.300 € for a municipality. Auditor costs are directly paid by ADEME.

2.3. Germany

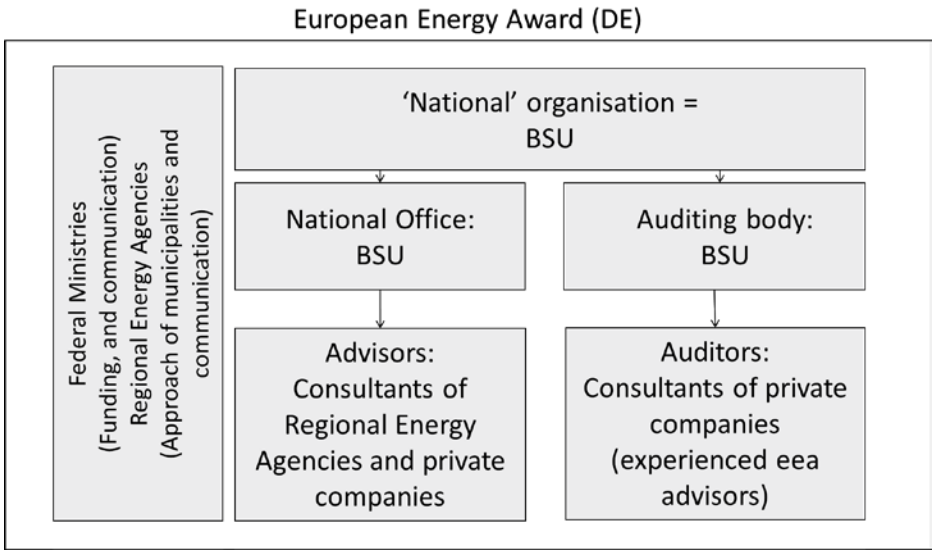
Started the programme in 2001

Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
304	51	206	47

(Status beginning 2019)

Type of organisation:

The German national office European Energy Award is managed by the B.&S.U. Beratungs- und Service-Gesellschaft Umwelt mbH. Next to the national office, the German eea network is supported on state-level by Federal Ministries in the area of energy, climate and sustainability, which provide funding schemes for the participation in the programme. Moreover, regional offices (e.g. regional energy agencies) are involved in the implementation of the eea, which function as contact points in their respective areas. In general, State Ministries involved cooperate closely with these organisations.



Costs and fees:

The municipalities pay an annual fee for participating in the eea-programme. In return they can use the label and get the following services: access to eea instruments (EMT), access to several implementation tools (e.g. energy balancing tool for the buildings, supply and disposal, street lighting), invitations to exchange of information with other eea-municipalities.

The annual fee depends on the size of the municipality or district.

Costs catalogue 2018:

Inhabitants	Annual fee
≤ 5.000	500,00€
5.001 - 10.000	1.000,00€
10.001 - 50.000	1.500,00€
50.001 - 100.000	2.000,00€
100.001 - 250.000	2.500,00€
> 250.000	3.000,00€

Additionally the municipalities have to pay the services of the eea-advisors directly to the advisors. The services comprise the entire eea process, including initial energy review, energy working programme and audit-support.

Moderation and consulting fees are depending on the working days of the eea-advisors as well as their daily rate. There is a suggested number of (minimum) working days for each step of the eea-process:

Estimation of moderation and consulting days within the first process cycle (Four years)

Inhabitants	≤ 5.000	5.001 - 10.000	10.001 - 50.000	50.001 - 100.000	100.001 - 250.000	> 250.000
Total	**28**	**30**	**33**	**36**	**40**	**42**

The next process cycle usually requires less input by the eea-advisors. Costs of the external audit include the costs for the auditor. On average, depending on the size of a municipality, three working days at their daily rate have to be paid..

Supporting schemes:

In Germany, the Federal States are in charge and strongly involved in their local policies. Hence, also climate protection- and energy policy is mainly coordinated by the Federal States, which is the reason why the focus and instruments of the respective states might differ. In 2019, eight out of 16 Federal States are supporting the European Energy Award as part of their policies:

Baden-Wurttemberg:

The Ministry for Environment, Climate and Energy-Management (Ministerium für Umwelt, Klima und Energiewirtschaft) Baden-Wurttemberg is granting municipalities a one-time subsidy for the participation in the eea-program. This subsidy is quoted at 10.000 €. An additional bonus of EUR 1,500 is granted if the gold certification is achieved and the re-audit is successful. In addition, for municipalities participating in the eea, the amount of support for investment measures paid out under Pillar A "CO2 reduction programme for municipal facilities" of the programme increases by 10%.

Bavaria:

The participation costs of the European Energy Award (programme contribution as well as consulting-/auditing-fees) are subsidised between 50% and 90%. The lower margin of the eligible expenses is quoted at 10.000 € whereas the upper margin of the subsidies is quoted at 100.000 €.

Berlin

Since 2018, in the Berlin districts, the eea is funded by the Berlin Programme for Sustainable Development (BENE) under funding priority 3 "Environmental and Energy Management Systems". The district administrations are entitled to apply. They can receive funding of up to 80% of the eligible expenses for participation in the eea. All district administrations are eligible to receive the funding that is provided by the European Fund for Regional Development (EFRE) and the Senate of Berlin.

Brandenburg:

Since 2016, the eea-programme is part of Brandenburg's state funding programme. The funding rate is up to 80% of eligible costs.

North Rhine-Westphalia:

From 2003 until 2018, the Ministry of Climate Protection, Environment, Agriculture, Nature- and Consumer Protection (MKULNV) supported the eea. The funding rate was quoted at 70% of the costs. Municipalities that are bound to severe budget and spending constraints ("Nothaushaltskommune") received funding quotes up to 90%.

Saxony:

Since 2014, the introduction and continuation of the eea-programme is co-financed by EFRE-funding. The funding rate is quoted at up to 80% of the eligible costs.

Saxony-Anhalt:

In 2016, six municipalities were subsidised to partake in the eea-programme which were also financed in 2017. There was no funding for new entries during 2017. The subsidies came from the Landesenergieagentur Sachsen-Anhalt GmbH (LENA), the Regional Energy Agency in cooperation with the Stiftung Umwelt, Natur und Klimaschutz (SUNK). Currently (2020) two municipalities receive this support.

Thüringen

Since September 2017, the eea is funded as part of the “Klima Invest”-Programme. Up to 80% of the eligible costs are fundable.

2.4. Grand Duchy of Luxembourg

www.pacteclimat.lu

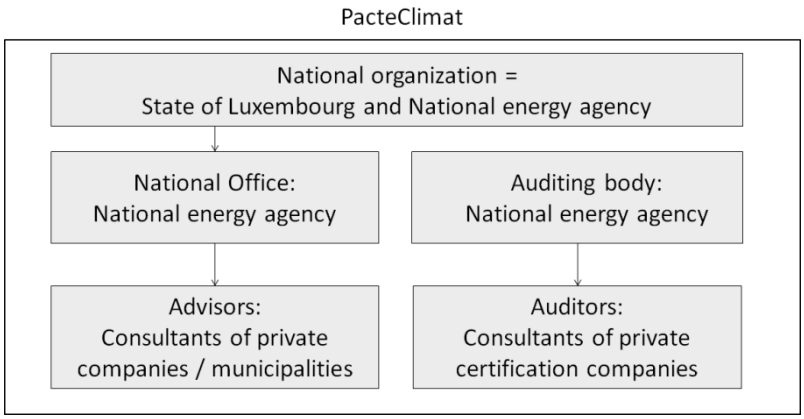
Started the programme in 2012

Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
102	17	77	8

(Status beginning 2019)

Type of organisation

The State of Luxembourg offers and fully finances the eea programme ‘KlimaPakt’. The programme is managed by the national energy agency ‘myenergy’. The participation to the eea programme in Luxembourg is strongly encouraged (it is nearly mandatory), so that 100% of all Luxembourgish municipalities participate in the programme.



Costs and fees:

The municipalities do not have to pay for participating in the programme and get all the services without additional costs (advisors, auditors, etc.). Overview costs paid by municipalities, costs paid by nation/state:

		costs	
		advisors	auditors
paid by	state	2.197.908,01 €	28.717,96 €
	municipalities	0,00 €	0,00 €

Supporting schemes:

Besides profiting from a free support by the eea-advisor, the participating municipalities get a yearly subsidy of 10.000 € as a basis. Depending on their performance (reached eea score, reduction of CO_2 emissions in communal buildings), they get additional bonus subsidies between 5 and 35 € per inhabitant and year.

2.5. Italy (only region of Southern Tyrol)

www.comuneclima.it

Started the programme in 2015

Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
33	21	10	2

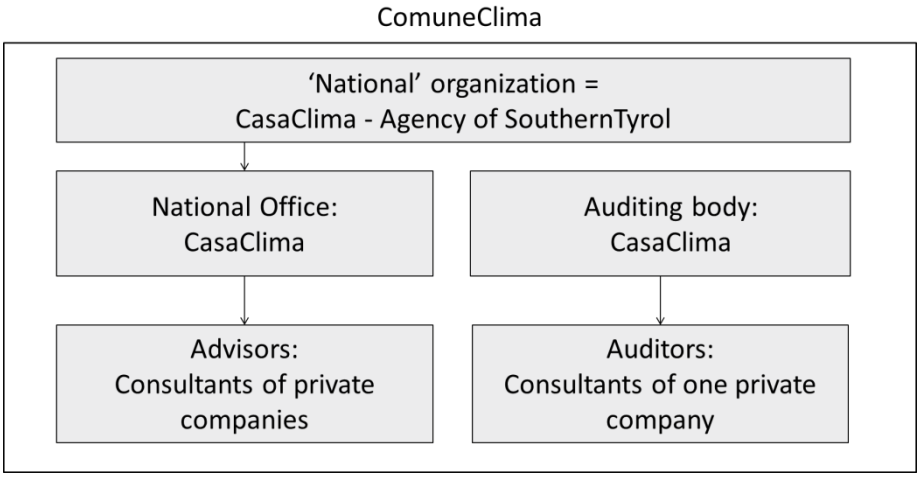
(Status beginning 2019)

Type of organisation:

The region of Southern Tyrol offers the programme ‘CommuneClima’ to its municipalities, the programme is managed by the regional energy agency ‘Agenzia per l´Energia Alto Adige – CasaClima’.

Costs and fees:

The municipalities have to pay an annual fee for participating in the programme to CasaClima. In return they get the following services: access to eea instruments (EMT), access to several implementation tools (e.g. energy balancing tool for the buildings), external audit for eea certification.
Additionally, the municipalities have to pay a fixed annual fee for the services of the advisors directly to



the advisors. The services include the whole eea process, plus consulting on the energy-balancing tool and at least one additional service (e.g. citizen advice, energy audit of a public building).

Programme fees (to be paid by the municipalities to CasaClima)

Inhabitants	Annual fee for municipality
< 1.000	€ 2.000,00
1.000-4.999	€ 2.300,00
5.000-9.999	€ 2.500,00
10.000-49.999	€ 2.700,00
50.000-99.999	€ 3.000,00
≥100.000	€ 4.000,00

Fixed annual consulting costs (to be paid by the municipalities to the advisors)

Inhabitants	Annual fee for municipality
< 1.000	€ 2.600,00
1.000-4.999	€ 3.300,00
5.000-9.999	€ 4.000,00
10.000-49.999	€ 4.500,00
50.000-99.999	€ 5.500,00
≥100.000	€ 6.500,00

2.6. Switzerland

Started the programme in 1988

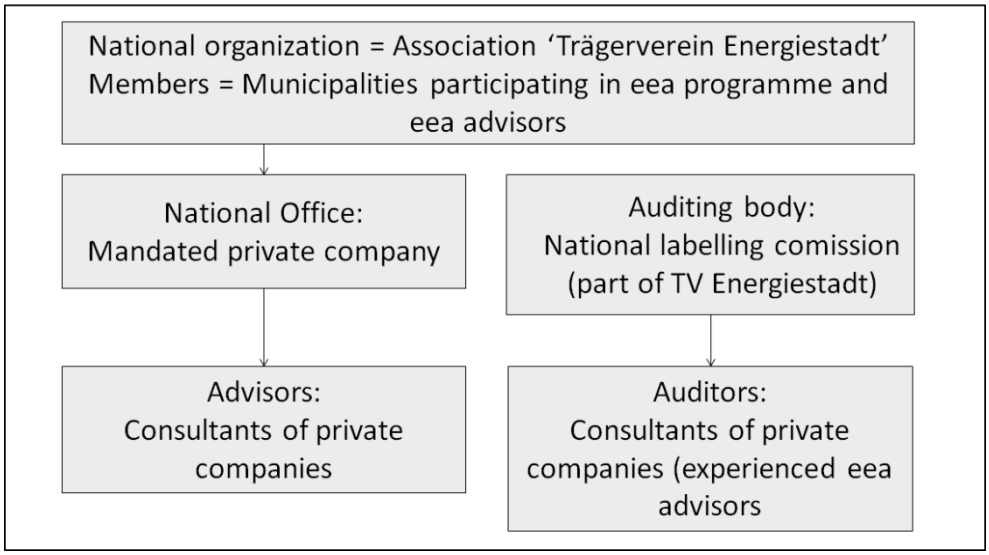
Total participating municipalities	In the process, not certified yet	eea-certified	eea gold-certified
642	225	371	46

(Status beginning 2019)

Type of organisation:

The Association 'Energiestadt', with members being the municipalities participating plus the eea advisors, offer the eea programme Energiestadt. A private consulting company, mandated to be the executive office of the Association Energiestadt, manages the programme. Additionally, the National Energy Department runs a programme supporting the Association Energiestadt and its activities.

Energiestadt



Costs and fees

The municipalities pay an annual membership fee to the Association Energiestadt. In return, they get the following services: access to the eea instruments, access to a lot of implementation tools, the annual eea internal review (visit) and smaller support (some phone calls, e-mails) by the eea advisor (about 1.5 working days/advisor), the audit for certification, participation to exchange of experiences.

The programme of the National Energy Department partially funds the Association Energiestadt (about 1/4 - 1/5 of the Association's budget, paying e.g. the annual visit of the eea advisors) and additionally funds the PR and communication activities and the development of implementation tool and good practices. It also offers a reward of 5.000 SFr. for the first successful audit of a municipality and 2'000 SFr. for the re-audits (and 10.000 SFr. for Gold audits).

Membership fees (to be paid by municipalities to the Association Energiestadt)

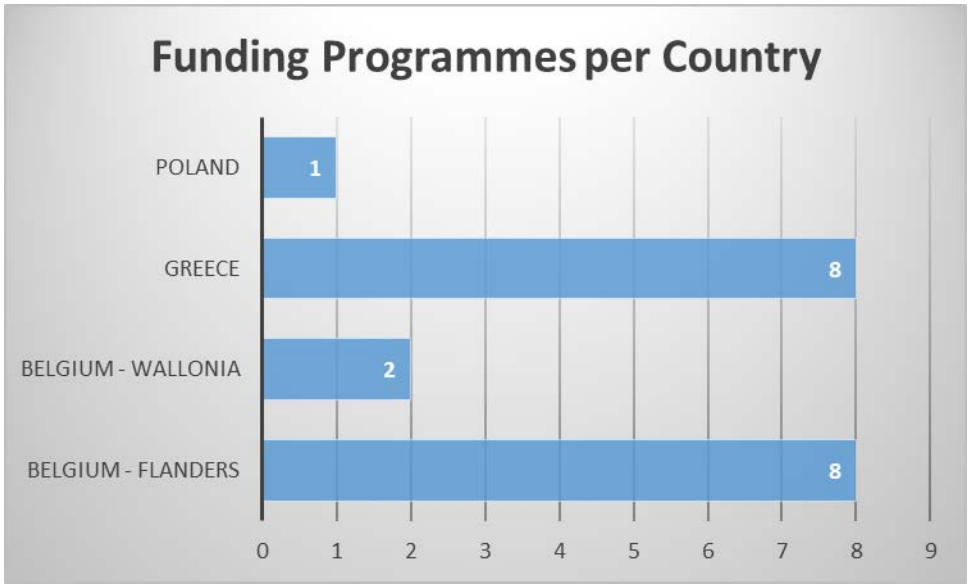
Inhabitants	Annual fee for municipality
below 1.000	600 SFr (about 500 €)
below 5.000	1.300 SFr (about 1.050 €)
above 5.000	2.600 SFr (about 2.100 €)

Consulting costs (to be paid by municipalities to the advisors directly, these expenses are partially covered by the National Energy Depart.)

Type of consulting	Typical working days for eea advisor
1. circle with initial energy review until 1. eea certification	20 days
2. circle (and following) from certification to certification	10 - 11 days

3. Support schemes in the new eea countries

All implementing partners were asked to collect national / regional funding and financing schemes, which could be used to finance the sustainable implementation of the eea in the respective countries. Four of the five implementing partners were able to identify suitable funding schemes in their country. In Croatia, no results could be identified. 19 financing programmes were detected.



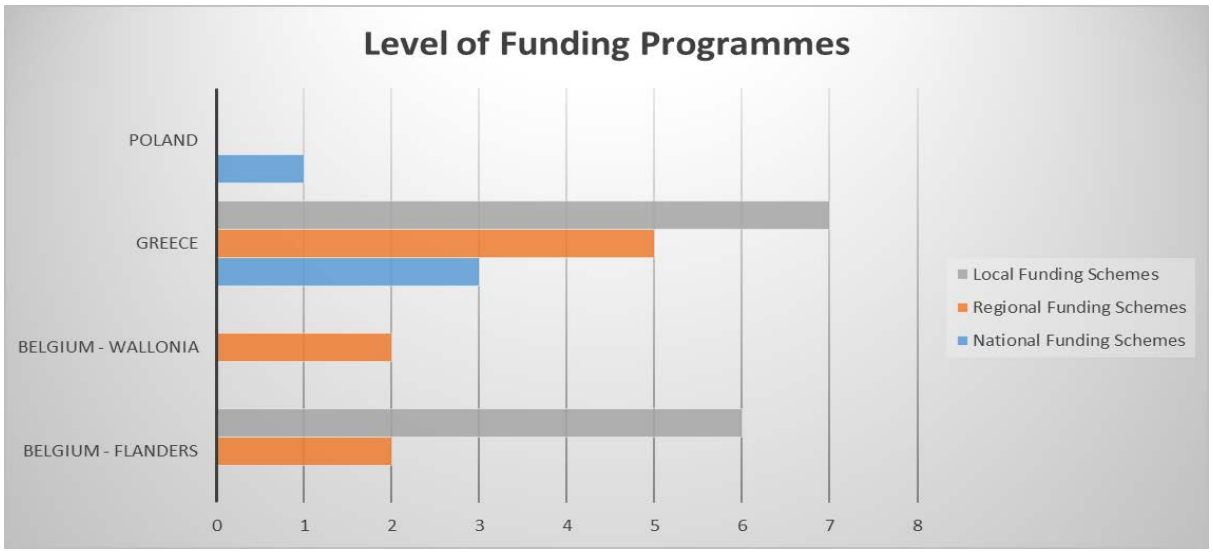
The scope of funding covers a wide range including the following topics:

- Energy Management System
- Energy Efficiency
- Renewable Energy
- Awareness Raising
- Mobility
- Climate Adaptation
- Water management
- Waste management
- Urban development
- Rehabilitation of waste disposal sites
- Construction and reuse of Municipal buildings
- Flood protection works
- Nature, environment and climate policies
- Biodiversity

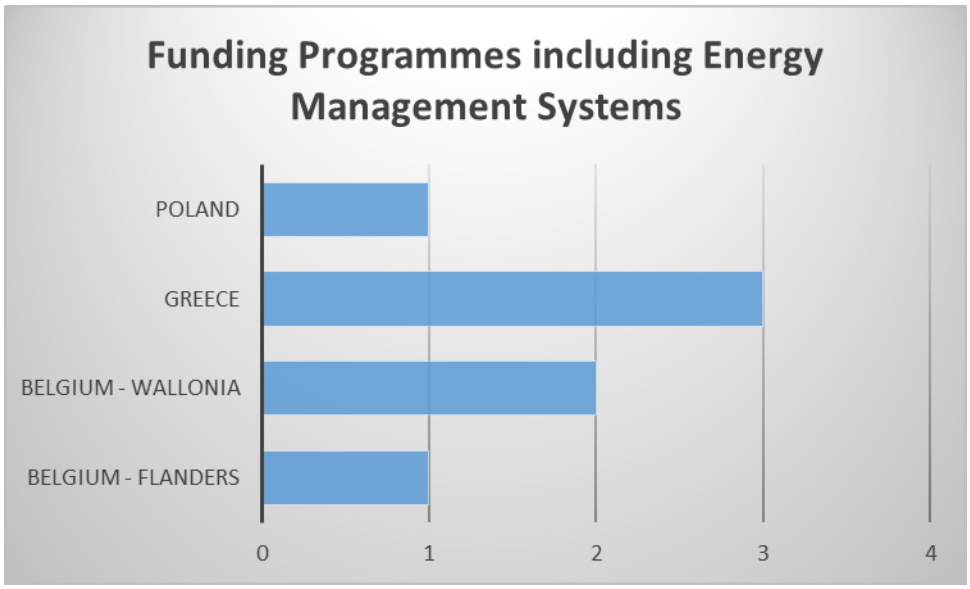
Municipalities are eligible in all of these programmes.

We can see very different allocations of the available funding programmes to the different political levels. While Poland offers funding only on national level and Wallonia only on regional level, we can

see a variety of funding programmes on local, regional and national level in the other countries. In Flanders, local and regional funding is provided. Since the programmes identified in Greece are offered at several levels, this figure is higher than the number of actual support programmes.



In all participating countries funding programmes, which include the support of management systems are available.



In a next step, all identified funding programmes will be reviewed by the countries and discussions will be sought with the financing partners to develop the business plan for the national eea programmes.

4. Interviews with representarives from long-term eea countries

In the framework of the project, two interviews have been carried out with representatives of the administration and the political level of /regional authorities in Austria and Germany. The interviews aimed to analyse success factors in the existing eea countries, learn from the applied promotion strategies and develop narratives to convince the political level in the new eea member states of the necessity to support the eea. The interviews yielded the following results:

1. **Most important advantages of the eea for municipalities, also compared to other initiatives operating in the same field**

   The interview partners mentioned the following advantages:

   - Systematic approach
   - Structured working
   - Binding character, e.g. through the political decision to participate
   - Continuity in municipal climate protection work
   - Provision of supporting structures (consultants, etc.)
   - Mandatory auditing and certification
   - Definition of clear objectives
   - Concrete fields of activity, which are regularly accompanied by a consultant
   - Implementation-related approach (eea as implementation instrument)
   - The competitive situation and the possibility of comparison between the municipalities
   - Award ceremonies that recognise the achievements of the municipality
   - Exchanges between municipalities/communities
   - Regular meetings of the communities (best practice)
   - Positive publicity for the municipality through the label, which is checked by an independent auditor

In summary, from the point of view of the administrations involved, five elements in particular distinguish the eea from other initiatives:

- Systematic, binding and structured approach
- Provision of supporting structures
- Implementation-related approach
- Exchange, competition and communication between the municipalities
- Positive public image of politics and municipalities

2. Importance to support the eea

The interviewees stated that the eea provides a good framework for local authorities to implement successfully climate protection in the long term. The eea strongly facilitates the implementation of climate protection-related activities in municipalities and is perceived as a seal of quality.

Funding of the eea itself, or rather the structural costs associated with it (programme contribution, advisor, auditor), is important, as these costs are often regarded as less important/effective by local authorities finance experts. If climate protection is not a mandatory task, these costs could otherwise take a subordinate place in the list of priorities, especially considering the often-tight budget situation in the municipalities.

Moreover, the promotion and support of the eea by national or regional authorities is seen by local authorities as an appreciation of their climate policy efforts and is an important milestone towards climate neutrality and energy autonomy.

3. Funding schemes for municipalities participating in the eea

In Germany, the interview partner confirmed that the introduction and continuation of the European Energy Award in municipalities has been financially supported by the respective Federal State since 2007 within the framework of the Climate Protection Funding Directive. The maximum amount of funding is 80% of the eligible expenses, including programme contributions, consultant fees and audit costs.

In Austria, the federal states strongly support the eea programme through their energy agencies. The services of the eea advisor are completely free of charge for the municipalities. The auditor's services are also free of charge for the municipalities.

4. Essential aspects of a funding scheme to assure a successful implementation of the eea

It was pointed out that municipalities need clear perspectives with regard to the funding and financing horizon. An overall concept consisting of promotion and advice should be made available in order to support the municipalities effectively. This should include funding advice (the funding landscape is subject to constant change, therefore municipalities need professional support) and assistance with regard to the implementation of activities such as the creation of an energy and environmental mission statement in the region.

5. Evolvement of funding scheme and improvements realised

In Austria, the programme has continuously evolved over the years and responded to current developments and needs. A professionalisation regarding consulting municipalities took place.

Over all the years, it was important to transform the system of individual measures into a consistent overall support concept.

In the respective Federal State in Germany, the support was characterised as well by great

continuity, which was essential for building trust with the municipalities.

In an earlier funding period, there was a 10% bonus for investments in climate protection, which was very positively evaluated by the municipalities. Unfortunately, this component of the subsidy was phased out. Since the support includes structural fund resources, there have been problems in the past, regarding the transition between two support periods due to delayed provision of funds. Here, individual solutions had to be found for the municipalities concerned in order not to jeopardise the continuity of work.

6. Communicational or political support for municipalities participating in the eea

In the Austrian Federal State, the implementation and participation in events and exchange with the politically responsible state councillors are a core part of the support.

It is important for the Federal State that the communities are not left alone, but receive support from the state level. Therefore, the province conducted a dialogue with the mayors. The mayors of the e5 municipalities meet regularly at the award events. These events are well attended and two provincial councils (environmental protection and energy) take part. The interests of the municipalities are represented at federal and provincial level.

In Germany, after a phase of restrained political support, the Ministry of the Federal State will now offer workshop discussions with municipalities in cooperation with the State Energy Agency, which will moreover provide support.

It is planned to intensify public relations work for the eea with the involvement of the Minister and the State Secretaries. The municipalities perceived this as an appreciation and support of their work.

The participation of high-ranking representatives at the award events is important. In addition, individual appointments in the individual municipalities will also to be made in the future.

Moreover, the extent to which greater support for the municipalities can be guaranteed at the technical level, e.g. through the central provision of data, is currently being analysed.

7. Advice for countries starting newly with the eea

The eea was seen by one interviewee as an important milestone in climate protection and adaptation to climate change. In addition, the recommendation was to use experiences gained in eea countries over many years and the concepts tested there should be adopted.

The other interviewee stated that high-level political support is important to communicate the importance of the programme to local authorities and the commitment of the municipalities must be encouraged by appreciation from the political side.

Financial support emphasises the importance and appreciation of the programme and overcomes budgetary hurdles at the municipal level - but the form of financing or support

depends on the framework conditions in the respective countries.

Regional offices should be set up to provide operational support (e.g. implementation of advisory services and events) to municipalities.

The eea needs to be planned and used as a long-term instrument to ensure the continuity of success and work at municipal level.

The efforts and obligations for municipalities must be clearly communicated in order to ensure a transparent basis for the decision to participate.

5. Analysis and Conclusions

Costs for municipalities related to the implementation of the eea include the programme fee, the advisor costs and the costs for the auditors. On the national level, the national offices of the eea have to cover their personnel cost and they have to pay to the international Association a membership fee, which is used for international coordination, quality assurance and dissemination purposes. This structure is common in all countries.

In the different countries, diverse strategies to cover these costs and support eea municipalities have been established according to the specific situation in the country.

In four of the analysed countries, (Austria, Germany, Italy and Switzerland) municipalities pay a programme fee to the responsible offices on national or regional level. In France and Luxembourg, the programme is entirely financed on State level, so that the municipalities are exempt from the payment of such fees.

Regarding the payment of the advisor costs, there are different models of covering the costs:

1. Integrated in the fee payed to the office on national or regional level (Austria)
2. Advisor cost have to be paid directly to the advisors (France, only 30% of the costs; Germany, in some Federal States funded; Italy (South Tyrol); Switzerland, partly covered by reward on national level).
3. No consulting fees to be paid, because of full funding at national level (Luxemburg).

And finally, for the auditors costs in five of the analysed countries, no additional fees have to be paid by the municipalities, as this is covered by national funding or already included in the programme fee. The services are in this case partly provided by Energy Agencies. In Germany municipalities pay this fee to the external auditor directly, but in some Federal States of Germany this is funded.

As for the costs of Gold auditors, the municipalities applying for the Gold label have to pay a gold fee to the international association who then finances the effort of the Gold auditors.

The different financing structures have different advantages and disadvantages. For example, full funding by a federal state makes it easier for municipalities to participate in the eea, while at the same time the programme is at risk more quickly if other political priorities are set than in the case of

decentralised funding by municipalities and regions.

Funding schemes to support municipalities in the framework of the implementation of the eea or connected activities could be detected in four of the five new countries. Only in Croatia no funding schemes could be identified.

A total of 19 funding programmes, in some counties up to eight programmes, have been identified in which municipalities are eligible to apply and some of these programmes also include the promotion of energy management systems. It will be an important task in the context of the roll-out to contact the responsible institutions for these support programmes and to explore the options for promoting the eea and related activities, thus facilitating the participation of municipalities in the respective countries. Especiallly in the light of the new funding period and the changed conditions due to Corona pandemic, this will be an important step.

However, a strategic approach should first be developed to determine which funding/ financing approach will produce the most successful and sustainable results, taking into account the specific conditions in each country.

In the framework of the interviews it became evident that the systematic, binding and structured approach, the provision of supporting structures and the exchange, competition and communication between the municipalities are the central advantages of the eea from the governmental perspective.

The provision of funding is important as it overcomes financial and budgetary restraints and shows appreciation for the climate protection efforts of the municipalities. In this context, it was also pointed out that municipalities need clear perspectives with regard to the funding and financing horizon, in order to assure a continous engagement and avoid uncertainty. But the support is not only limited to financial support. Also political and communicational support plays an important role. The municipalities need to be aware that the Government stands behind them and supports their position on regional and national level.

As a final advice, four main aspects should be taken into account, when implementing the eea in a new country:

- High-level political support is important to communicate the importance of the programme
- Financial support emphasises the importance and appreciation of the programme and overcomes budgetary restraints
- Regional offices should be set up to provide operational support
- The eea needs to be planned and used as a long-term instrument to ensure the continuity of success

Annex1 Interview Guideline

Introduction

The project IMPLEMENT- Improving Local Energy and climate policy through quality management and certification has been funded under Horizon 2020 programme. By introducing the quality management and certification system European Energy Award (eea) in Belgium, Croatia, Greece and Poland, the project aims at setting up the necessary structures to carry out the programme in municipalities in the new target regions.

The aim of this interview is to analyse success factors in the existig eea countries, learn from the applied funding strategies and develop narratives to convince the political level to support the eea.

If you wish your statements can be handled confidential, without mentioning your name, just the country you are coming from.

Questions

1. In your opinion, what are the most important advantages of the eea for municipalities in your Country/ Federal state, also compared to other initiatives operating in the same field?
2. Why do you think it is important to support the eea in your Country/ Federal state?
3. Which funding schemes do you offer for municipalities participating in the eea?
4. From your point of view, what are essential aspects of a funding scheme in order to assure a successful implementation of the eea?
5. How has the funding scheme evolved from the beginning until now? What improvements (if any) have been made along the way and why?
6. Which kind of communicational or political support do you offer for municipalities participating in the eea?
7. What would be your advice for a country, which starts newly with the eea?

Einleitung

Das Projekt IMPLEMENT - Verbesserung der lokalen Energie- und Klimapolitik durch Qualitätsmanagement und Zertifizierung wurde im Rahmen des Horizon 2020-Programms finanziert. Ziel des Projektes ist die Einführung des Qualitätsmanagement- und Zertifizierungssystems European Energy Award (eea) in Belgien, Kroatien, Griechenland und Polen und die Schaffung der notwendigen Strukturen zur Durchführung des Programms in den Kommunen der neuen Zielregionen.

Das Interview ist darauf ausgerichtet, Erfolgsfaktoren in den bestehenden eea-Ländern zu analysieren, aus den angewandten Förderstrategien zu lernen und Narrative zu entwickeln, um die politische Ebene von der Notwendigkeit zu überzeugen, den eea zu unterstützen.

Wenn Sie möchten, werden Ihre Aussagen vertraulich behandelt. Es erfolgt im Bericht keine Nennung Ihres Namens. Lediglich das Land, aus dem Sie kommen wird Ihren Aussagen zugeordnet.

Fragen

1. Welches sind Ihrer Meinung nach die wichtigsten Vorteile des eea für die Kommunen in Ihrem Land/Bundesland, auch im Vergleich zu anderen Initiativen, die im gleichen Themengebiet angesiedelt sind?
2. Warum ist es Ihrer Meinung nach wichtig, den eea in Ihrem Land/Bundesland zu unterstützen?
3. Welche Förderprogramme bieten Sie für die am eea teilnehmenden Kommunen an?
4. Was sind aus Ihrer Sicht wesentliche Elemente eines Förderprogramms, um eine erfolgreiche Umsetzung des eea zu gewährleisten?
5. Wie hat sich das Förderprogramm von den Anfängen bis heute entwickelt? Welche Verbesserungen wurden (soweit vorhanden) im Laufe der Zeit vorgenommen und warum?
6. Welche Art von kommunikativer oder politischer Unterstützung bieten Sie den am eea beteiligten Kommunen an?
7. Was würden Sie einem Land raten, das neu am eea teilnimmt?