



SEMERES, Week of the Renewable Energies

Agencia de Gestión de Energía de la Región de Murcia/ ARGEM, Murcia, Spain

Summary

The most remarkable activity organized by ARGEM during years 2003 and 2004 has been, due to its importance, number of participants and relevance at regional level, both Weeks of the Renewable Energies (SEMERES 2003 and SEMERES 2004). It was initially designed so that citizens could know better those companies working in RES and to approach them in an easy way. The main activities developed can be highlighted:

2003

- Exposition about the Used Energy, promoting by I.D.A.E. (Institute of Diversification and Saving of Energy, Department of Industry and Technologic). The exposition was opened since 6th till 20th of May.
- Technological Meeting about Wind Energy, on 9th, May.
- Exposition about Renewals energies sine 8th till 11th of May. There were many stand with prototypes of the last energetic equipment to every citizen.
- Chats about Renewals Energy at the portable carp set up on one of the most visited garden of the city of Murcia.
- Concourse of painters and models with energy as theme, addressed to pupil in 14-17 years.

2004

- I "Región de Murcia 2004" Energy Awards.
- Technological meeting on "Photovoltaic Solar Energy" celebrated at the Chamber of Commerce, Industry and Sea Trade of Murcia.
- Exhibition on "Renewable Energies" at San Esteban Garden of Murcia.
- Drawing and photograph contest about Energy and Renewable Energies, directed to students of the Region.
- Scale models and energy auditing contest directed to students group of the Region

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behaviour
- Education
- Other

Target Audience

- Citizens
- Households
- Property owners
- Schools and universities
- Decision makers
- Local and regional authorities
- Transport companies
- Utilities
- ESCOs
- Architects and engineers
- Financial institutions
- Other

Technical

- Energy efficiency
- Heating
- Cooling
- Appliances
- Lighting
- CHP
- District Heating
- Solar energy
- Biomass
- Wind
- Geothermal
- Hydro power
- Other



Context

The need to approach RES to citizen, and the need to fix an annual reference in the Region of Murcia to show the last equipments and technologic in RES and RUE were two factors that decided to perform this out-side festival devote to all those interested citizen.

Although the first two editions have been located in Murcia, city, then future editions to be realised in other cities of our Region, as it is important to spread out this project as maximum citizen as we can.

The boundaries of our climate with more than 3.200 sunny-hours per year let us arrange all this Exposition in a big garden in the center of the city.

Objectives

The aim of the project is to approach citizen to RES during the celebration of all planned activities, described above.

Activities for different target audience are arranged, such as citizens, households, schools and universities, and finally local and regional authorities.

Process

A large process is required, starting at least 6 or 7 prior to the celebration of the Week of RES & RUE.

From the beginning, ARGEM deal to involve to entities, administrations and private companies in supporting economical part of the estimated costs, by sponsoring some agreed activities.

In parallel, ARGEM work very close with AREMUR (Association of RES companies that operate in the Region of Murcia) and both prepare the preliminary list of activities.

This preliminary draft of activities is used to involve some others financers and even participants to SEMERES, i.e. Ministry of Education arranging visits for scholars, Municipality, Household associations

After that all performance is done, then other activities as the publicity campaign, preparation of brochures, etc, is required and needed.

Finally, protocolo and confirmation of Authorities in order to inaugurate the Event arrive.

Financial resources and partners

Economical final balance is done, and for instance: total costs for 2004 edition were 93.085 € of which ARGEM supported 25.485 €, CARM with 25.000 euros and the rest 42.600 euros coming from private companies.

Nevertheless, much more support was done by AREMUR association in logistic aspects and promotion.

Results

Statistics

The number of companies and entities was of 60, being mainly significaty all those companies from the sector of solar energy installing. Other Administration, municipality and privates companies as well as institutions non-profit were present.

Some radios on live with several matinee programes were also attending the principal aspects of activities. Many on live interviews about RES were done with our citizens.

Number of stands: 35, with one big marquee was used.

Nº of visitants: it is estimated that among 10.000 and 12.000 people were attending, participating or visiting the organised event in SEMERES2004.

**More details are explained hereafter:**

- The stands exposition was visited by more than 20 groups of schoolar in 13 and 14 of May.
- 2 Toyota Pruis hybrid-car models were proved by at least 100 expert drivers, and a lot of accompanies.
- The dissemination speeches were attracted to some hundreds of people.
- The technological seasons about Solar Photovoltaic met a hundred of technicians, promoters and investigators in the Chamber of Commerce
- More than two hundred people were collected to remain in the data base "Club of ARGEM friends" in order to receive periodically information about different ARGEM activities related to RES.
- The First Energy Awards "Región of Murcia 2004" met more than a hundred of interested and of course all those presented their applications.

Television

Apart from the different news appeared in the different news, it was performed a special programme of just one hour with the Industry Director and the president of AREMUR, where the main aspects of RES and the situation in the Region of Murcia was analysed.

Some technician television programmes as INFOTEC issued a summary of 12 minutes about the performance of SEMERES2004.

FINAL BALANCE SUMMARY

SEMERES2004 had a very positive balance, since this event has let thousands of citizen to approach to RES, especially scholars, as well as many information was available for everybody. The companies that participated were facilitating information about the systems and also the grants that the different Public Administrations were offering.

With respect to the previous SEMERES in 2003, the assistance was three times as much.

The previous Publicity campaign consisted of more than 600 charts, more than 3000 leaflets and the distribution of 45.000 brochures in the regional newspapers, joint to radio emissions was key for the successful and brought people to participate.

Lessons learned and repeatability

SEMERES means a very positive balance, since let many citizens to approach to RES. With an annual periodicity, this event is going to be a reference for the citizens of the Region of Murcia. Right now, we are involved in arranging next editions everywhere in the area.

People needs to see the solar equipments and last advances in wind energy to make all them as own, and to be aware of the importance of RES, and why EU policies impulse very decidedly their uses, fixing the overall objectives.

We think that SEMERES model is exportable everywhere in Europe, and provide benefits for our citizens, therefore "Think globally, act locally" is our raison d'être.



Contact for more information:

Project Web Site: www.argem.regionmurcia.net/archivos/semeres_2004.htm

Organisation / Agency: ARGEM - Agencia de Gestión de Energía de la Región de Murcia

Main contact: Francisco J. AYALA SCHRAEMLI

Address: c/ Pinto Manuel Avellaneda, 1-1º izda. CP. 30.001

Tel: +34 968 223831

Fax: +34 968 223834

E-mail: info@argem.regionmurcia.net

Web Site: www.argem.regionmurcia.net

Other contacts:

Jose PABLO DELGADO: jpablo.delgado@argem.regionmurcia.net

Carmen FUSTER TORRES: carmen.fuster@argem.regionmurcia.net