



## D 7 – IMPLEMENTATION ACTION PLAN

ADORE IT



Subject Responsible: Punto Energia Provincia di Sassari – PEPS

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## 1. Introduction

European and national policies are more and more oriented to reduce fossil fuels utilisation and in many cases to substitute them with bio fuels, especially in the transport sector. That for two principal reasons: the limited quantity of fossil fuels and the reduction of CO<sub>2</sub> emissions. In this framework European legislation stated that the use of bio fuels in transport should be incremented at least to an amount of 10% into 2020, through few steps during the period.

Concerning the Italian legislation, which of course regards Sardinia Region too, the intermediate steps consist in using 3,5% of bio fuels in transport into 2009 and 5,75% into 2012. The European project ADORE IT engages PEPS to promote a bio fuels chain, consisting in the cultivation of the raw material, its conversion in bio fuels, distribution and utilisation of bio fuels in transport. The present Implementation Plan describes the actions and the way to achieve the results in the region.

## 2. Objective in Sardinia in the framework of ADORE IT EU project.

The main objectives of the project in Sardinia Region consist essentially:

- regional availability of bio fuels should be performed with at least 5 extra filling stations;
- shortening of authorisation and permit procedures by 10%
- unity in standard and certification;
- 3,5% bio fuels in transport in 2009;
- give visibility to the project and trust costumers with respect to the quality and sustainable character of bio fuels.

### 2.1 How to reach objectives.

To achieve project objectives PEPS prepared the present Implementation Plan, which is based on a set of Tasks and Key Actions. The backbone of PEPS activities are identified in the following :

#### Tasks

- make an inventory of the present filling stations and of possibilities for new sites in the region, based on figures of traffic and density of cars;
- contact a distinguished set of fuel station exploiters, inform them on the subject of bio-fuels and motivate them to sell bio-fuels;
- organise a general meeting with the permitting authority on easy procedures for new or refurbished filling stations
- survey on regional raw material ( feedstock ) production and bio fuels potential
- survey on best transformation technology and bio fuels promotion capacity.

#### Key Actions

promote a bio fuel local chain regarding: the feedstock supply production; conversion to bio fuels; distribution; utilisation:

- direct involvement of farmers association for the raw material production for a medium-long period;
- direct involvement of industrial local companies for conversion to bio fuels;
- direct involvement of fuels distribution companies and fuel station exploiter;
- direct involvement of local authorities and regional institutions to favour procedure and promote utilisation of bio fuels also on public transport.

## 2.2 How to implement the actions

Concrete possibilities and potentialities to set a bio fuel local chain in Sardinia need to be analysed preliminary; meaning for chain the sequence of production of raw material, transform it in bio fuel, distribute and utilise in transport sector in special. In this sense three main tasks will be started to verify the effective local conditions, in special:

3. - survey on regional feedstock to bio fuel production and related technologies;
  - modalities of filling stations diffusion;
  - capacity of administrative speedy solutions in the region.

Others essential aspects to implement the actions regard:

4. organisational structure to be involved and active operating in the project;
5. the planning of the actions and the role of the key actors;
6. evaluation and monitoring of the whole project activities, of which PEPS is the focal point;
7. the dissemination and information activities;
8. deliverables;
9. Short time local agreement timetable

## 3. Survey on local conditions

### 3.1 Bio fuel regional potential

- ( 02/09) Start up of survey on regional raw material ( feedstock ) production and bio fuels potential and parallel survey on best transformation technology and bio fuels promotion capacity

### 3.2 Filling Stations

- ( 02/09) Start up of survey on regional territory to indentify the number of fuel filling stations existing and to identify new sites for bio fuels filling stations; the survey works on the bases of traffic and density of cars, and on the base of the percentage of bio fuels in transport foresee in the next years.
- ( 02/09) Start up of contacts with distribution companies and fuel station exploiter to verify their availability to be involved in the project as key actors and their interest in implementing bio fuel filling stations;

### 3.3 Administrative aspects

- ( 02/09) Start up of contacts with regional offices to verify the authorisation process and solutions to speed filling stations installation.

4. organisational structure to be involved and active operating in the project.

<b>Target Groups</b>	<b>Proposed approach of involvement</b>	<b>Benefit to the Target Groups</b>
Consumers in Sassari	Biofuels Regional Actor committee	Clean public transport improvement
Province of Sassari	B.R.A. committee	Clean public transport improvement
Municipality of Sassari	B.R.A. committee	Clean public transport improvement
Agricultural Associations	B.R.A. committee	Activities and income integration
Industrial Association	B.R.A. committee	Activities and income integration
Conversion plants owners	B.R.A. committee	Activities and income integration
University of Sassari	B.R.A. committee	Studies and research application
Public Transport companies	B.R.A. committee	Agreements on quality transport/ ambassador
Taxi companies	B.R.A. committee	Agreements on quality transport/ ambassador
Car dealers in Sassari	B.R.A. committee	Agreements on quality transport/ ambassador

<b>Key Actor</b>	<b>Proposed approach of involvement / engagement</b>	<b>Benefit to the Key Actors</b>
Province and Municip. of Sassari	Steering committee B.R.A.	Clean public transport improvement
Consortium Bonifica della Nurra ( CBN )	Steering committee B.R.A.	Activities and income integration
LAORE	Steering committee B.R.A.	Activities and income integration
Industrial Association	Steering committee B.R.A.	Activities and income integration
Conversion plants owner	Steering committee B.R.A.	Activities and income integration
Fuel distribution companies	Steering committee B.R.A.	Activities and income integration
Energy Agency Province of Sassari	Steering committee B.R.A.	Institutional activity development

## 5. The planning of the actions and the role of the key actors.

### Key Action 1. Raw material production at local level ( short chain )

An essential action of the project, in order to set up the bio fuels chain at local level, is that to guarantee the raw material, cultivated in a sustainable way, for a medium-long period, for the bio fuel production.

The set of typologies of the raw material, to bio diesel or bio ethanol, to be cultivated in Sardinia Region is already known, nevertheless a specific survey will be realised by PEPS, in order to verify the best performances for bio fuel production. The Consortium of Bonifica della Nurra ( CBN ) and LAORE, the Regional Agricultural Support Institution have already experimented some cultivations for that purposes, and confrontation activities and meetings will be held before selection of cultivations. Besides, there is an on going research study on the use of seaweed to bio fuel production managed by Sardegna Ricerche. The action foresee then the following tasks:

- PEPS survey to identify quality and bio fuels production performances of raw material to be used in Sardinia Region;
- Technical meetings will be held, with Farmers Associations, CBN and LAORE ( Raw Material Producers- Key Actor 1- KA1 ) , to select cultivations with high bio fuels performances, quality and quantity of raw material;
- Technical meetings will be held, with Sardegna Ricerche, to verify the use of seaweed to high bio fuels performances, quality and quantity of raw material;

### Milestones

- 1a) survey on bio fuels production performances of raw material in Sardinia Region;
- 1b) agreement with KA1 and inter professional contract in order to guarantee the quantity of raw material, for a medium-long period, to supply the bio fuel local chain.

### Timetable

Action	Month of completion
Survey 1a)	June 2009
Agreement 1b)	September 2009
Raw material production	April 2010

## Key Action 2. Conversion of raw material ( feedstock ) to bio fuels.

Objective to set up the bio fuels local chain means also to plan the possibility of convert dedicated cultivation produced in the island lands to bio fuels, through the chemical industrial process. A preliminary survey has already done by PEPS concerning that possibility in the different regional areas, in order to verify that the chemical process could be done in nearest cultivation areas. That to reduce transport costs and make the process more sustainable.

Actually there exist three important chemical industries in the north part of Sardinia ( Porto Torres ), in the central part ( Ottana ), in the south part ( Sarroch ). The site of Porto Torres is very favoured, considering the chemical industry is a rather big reality, under the technical aspect an numbers of different kind of productions, and, overall, it is very closed to Consorzio di Bonifica della Nurra ( CBN ) available and good production quality lands.

First step of the action has been the meeting, held in Sassari the 14 November 2008, with the owners of a company interested at the industrial conversion of the raw material in bio fuels in the chemical area of Porto Torres. The action foresee then the following tasks:

- Managing task meetings will be held between PEPS and chemical conversion plants owners ( Key Actor 2 – KA2 ), to verify the concrete possibilities and planning the project phases;
- Technical meetings will be held with the participation of Farmers Associations, CBN, LAORE (Raw Material Producers – KA1), KA2 and PEPS in order to agree and assess modalities and time of activities foresee in the project;
- Managing meeting will be held with the participation of RMP, KA2 and regional and local authorities ( LA ) to agree and assess activities and procedures.

### Milestones

- 2a) Agreement document between KA2 in order to assess activities and procedures;
- 2b) Agreement between KA1 and KA2 in order to assess production and conversion activities.

### Timetable

Action	Month of completion
Technical & managing meetings	September 2009
Agreement 2a)	October 2009
Agreement 2b)	October 2009

### Key Action 3. Fillings stations bio fuel distribution.

Actually there are not bio fuels stations operating in Sardinia ( the foreseen survey will be more precise ), in consequence implement the action with at least 5 filling station of bio fuels in Sardinia could be a task possible to be realised during the project time. In that way the key actor of the action should certainly be the fuels distribution companies which are largely represented on the whole Sardinia territory. At the actual stage there is an on going evaluation on which and how involve the companies in the project. The way which seems to be followed better is to contact directly the companies that are already on the market and in the first line promoting bio fuels with their own filling stations of bio fuels.

This way appear more adapt and easy considering the short time available for the action realisation and considering the agreements activities of the action key actor with the other subjects involved in the local bio fuels chain, and in mapping the sites where to set the filling stations to achieve the best results, in term of economy and environment.

In that way a very important subject to be involved is the regional transport sector, which can support the sites selection on the bases of strategy or priorities, such has urban areas, main roads, small islands and marine tourist areas, etc. The action foresee then the following tasks:

- contact a distinguished set of bio fuel company distribution;
- regional transport sector involvement to support data and sites mapping;
- make an inventory of the present filling stations and of possibilities for new sites in the region, based on figures of traffic, density of cars, EU and national bio fuel target;

#### Milestone

- 3a) Letter of Commitment agreement of bio fuel company distribution ( Key Actor 3- KA3 );
- 3b) inventory document on existing filling stations, map of bio fuel filling stations and related actual data and perspectives.
- 3c) agreement between KA1, KA2, KA3, LA on action assessment and procedures.

#### Timetable

Action	Month of completion
3a) Letter of Commitment	September 2009
3b) Inventory document	October 2009
3c) Agreement	October 2009

## Key Action 4. Use of bio fuels in transport in Sardinia Region.

Directives on targets of bio fuels use in transport to be achieved, through few steps, in 2020, require the plain awareness of regional institutions and local authorities regarding their respective role in supporting, through guide lines and policies, the general objectives and results. In fact it is insufficient the spontaneity of the market, but it is necessary the input, the favourable policy, the administrative support of local government.

First step of the action is to inform, with a specific session of work, the aim of ADORE IT project and the result foreseen at the end of it. One way to involve directly the regional authorities from the beginning is to involve them to be part of the Key Actors by subscribing a Letter of Commitment. Content of Letter of Commitment must include the engagement to be part of the project and the availability to collaborate during the period. In special the action foresee then the following tasks:

- organise a specific session of work to inform/involve the regional authorities on project activities;
- Letter of Commitment subscribed from the regional authorities to be part of the project and the availability to collaborate during the period;
- regional workshop on bio fuels in transport

Contents of LOC:

- to collaborate on inventory of traffic data, numbers of cars, public transport situation and related data, filling stations authorised, sector perspectives;
- to be available to update easy procedures for new or refurbished filling stations;
- promote guide line, directives on strategy/priorities on selection of the sites where set the bio fuels filling stations (urban areas, main roads, small islands and marine tourist areas, etc.);
- promote the use of bio fuels in public transport.

### Milestone

- 4a) informative session;
- 4b) Letter of Commitment;
- 4c) regional workshop

### Timetable

Action	Month of completion
4a) Informative session	June 2009
4b) Letter of Commitment	July 2009
4c) Regional seminar	September 2010

## 6. Evaluation and monitoring ( WP 4 )

PEPS is focal point in WP 4 “Evaluation and Monitoring”. WP 4 foresees two levels to distinguish, monitoring, evaluation and control:

- 1<sup>st</sup> level focus essentially at the task of partners in terms of deliverables, related WP and month completion;
- 2<sup>nd</sup> level focus on the actions for implementation by the key actors, essentially in terms of results outcomes, tackling the selected non technical barriers.

Tasks regards:

### 4.1 Monitor and evaluate the preliminary results:

Monitor and evaluate the preliminary results of actions per region and aggregate these results to preliminary general conclusions which will be compared with other partners;

### 4.2 Evaluate the implementation and effectiveness of actions

Evaluate the implementation and the effectiveness of the actions and aggregate to general preliminary conclusions which will be shared and compared with other partners;

### 4.3 Report for country/region in which the actions are evaluated and described

Report per country/region in which the actions are evaluated and described;

### 4.4 Summarize and indicate the follow up

Summarise in an overall report for the entire project region, including outline of continuation of the actions and ideas for follow up after ADORE IT project has ended;

### 4.5 Organise final symposium about ADORE IT project, its actions and results.

Organise final symposium about the ADORE IT project, its actions and results, to discuss and compare experiences and lessons learnt.

## 6.1 Role and contribution of each participant in this work package

Participant	Role & contribution	Task n° Sub task n°
PEPS	Development evaluation criteria	4.1
All	Monitor regional results, supply information to the focal point	4.1, 4.2
All	Write regional reports on preliminary results	4.3
All focal points	Join final symposium, discuss and agree on follow up	4.5
Groningen	Summarize and indicate for follow up, final symposium	4.4, 4.5

## 6.2 Evaluation criteria

two different models will be prepared, corresponding the two different levels of evaluation and monitoring:

1° model, very simple, with focus on tasks of partners in terms of deliverables realized ( 22 deliverables on the project ), will be a simple table, to be sent to the partners, including the deliverable to be completed in the period, the answers, completed, non completed, the reason of the incidentally delay;

2° model, very simple as well, with focus on the effectiveness of the actions, will be realized by an evaluation criteria matrix, where the criteria will be the fixed objectives in the project, for each region/participant, and the evaluation is realized on the base of the % or quantity of the implementation realised in each region/participant during the project.

### Milestone

- 6a) evaluation criteria on implementation of action per region;
- 6b) evaluation criteria for effectiveness of actions;
- 6c) monitoring, evaluation and report per region project results

### Timetable

Action	Month of completion
6a) evaluation criteria on impl.	February 2009
6b) evaluation criteria on effect.	February 2009
6c) evaluation and reports	Month 8, 16, 24, 32, 36.

### 6.3 Monitoring and Evaluation scheme.

#### 6.3.1 Monitoring scheme on implementation of actions.

#### 6.3.2 Evaluation scheme on effectiveness of actions.

## 7. Dissemination and information activities.

Dissemination and information activities are assessed in order to reach the main subjects involved in the project, through whom dissemination and information can be amplified on the territory and extended to the other project partners. The communication plan of PEPS is targeted in special at:

### Who

- Key Actors: main subjects of the project implementation activities. Communication and information will start from the very beginning ( month 2 ), through one to one meeting and key common sessions between the key actors;
- Target Groups: central group of the work which guarantee to key actors in the implementation activities, through respective institutional and entrepreneurial role, beside the support on administrative procedures and policies;
- Project Partners: to inform each other as a team with regard to the progress of the implementation of the actions and overcoming of non technical barriers;
- Category Associations: Consumers, Environmental Associations, Industrial and Agricultural Associations;
- Local Communities: through project brochures, newsletters, project results PEPS will address the whole of 378 local communities in the island.

### How

- ( 02/09 ) Web Site: PEPS web site will give all the information concerning the aim of the project, the partners, the progress of the activities. There will be published newsletters, press news and deliverable;
- ( 01/09 ) 1<sup>st</sup> ADORE IT newsletter;
- (03/09 ) Press Conference presenting project objective, with the participation of selected RES projects Ambassador\*;
- ( 04/09 ) Regional Meeting with actors and target groups already involved, will be held in Sassari in order to share information and acquire availabilities on planned work. Start implementation meeting;
- ( 06/09 ) Informative Session dedicated to key actors and target groups enlarged to in institutional and local authorities on objectives and procedures;
- ( 11/09 ) 1<sup>st</sup> edition project brochure and leaflet production;
- ( 10/09 ) 2<sup>nd</sup> ADORE IT Newsletter;
- ( 12/09 ) Information Campaign, through sending project brochure and leaflets to the regional communities and Regional RES Network\*;
- ( 09/10 ) Regional Seminar; ( 07/10 ) 3<sup>rd</sup> Newsletter;
- ( 09/10 ) International partners meeting, Sassari; ( 05/11 ) 4<sup>th</sup> Newsletter;
- ( 08/11 ) Regional Seminar; project brochure; leaflets, reports.

### \*Project Regional Ambassador

( 02/09) the male and female football team of the city of Sassari “ ASD TORRES CALCIO” has been formally engaged by Multiss S.p.A. – PEPS to be the Ambassador and Testimonial of the European energy projects in the regional area, through two steps of programme. The first step is formalised between a collaboration agreement signed by both companies the 22.01.09, and directly supported by Multiss S.p.A.- PEPS with own resources. First step of programme consists with the participation of the two teams players selection at press conferences in which ADORE IT will be presented, beside with the participation at RES development dissemination/information events;

### \*Regional RES Network

( 06/09 ) Regional RES Network ( REN )has been established, with PEPS support, in July 2008. It consists with the participation of the Energy Office of the 8 Provinces and 4 Energy Agencies. The REN will be one of the most important vehicles through which disseminate ADORE IT project objectives and results. REN will be involved through the 1<sup>st</sup> newsletter and directly for each planned event.

## 8. Deliverables ( PEPS )

WP	Deliverable	Deliverable name	Month of completion
1	D25	Web site	02/09
2	D26	1 <sup>st</sup> Newsletter	02/09
2	D4	Short list of stakeholders	02/09
2	D5	Report on relations/contacts with other projects	02/09
2	D6	Agreement with committed actors on implement.	02/09
2	D7	Implementation plan (incl. evaluation-monitoring scheme )	02/09
2	D8	Feedback meeting including minutes	02/09
2 – 6	D6.1	Press conference project presentation/papers; P. Info Sheet	03/09
3	D9	Report on results of work package 2	04/09
5	D10	Regions start implementation meetings	04/09
3	D14	Survey on raw material production and b.f. productivity in S	06/09
3	D13	Manual for municipalities	09/09 PU
3	D15	Survey on best transformation technologies	06/09
5	D26	2 <sup>nd</sup> Newsletter	10/09
3	D12	Report on state of art implementation	10/09 CO
5	D24 – D27	Project brochure – Conference presentation papers – Info C.	11/09
3	D12	Report on state of art implementation	06/10 CO
5 - 6	D27 –D6.1	Conference presentation papers, articles – P Info Sheet	06/10
5	D26	3 <sup>rd</sup> Newsletter	07/10
3	D3.1	Regional Seminar, Sassari	09/10
3	D11	International partners meeting	09/10
3	D12	Report on state of art implementation	03/11 CO
4	D18	Criteria for evaluations for implement./effectiveness/region	02/09
5	D26	4 <sup>th</sup> Newsletter	05/11
5	D28	Information toolkit	06/11
3 - 4	D16 –D21	Final regional meeting, Sassari – Final symposium	07/11
4	D17	Monitoring reports on implementation actions per region	08/11
4	D19	Evaluation reports on effectiveness of action per region	08/11 CO/PU
4	D20	Overall evaluation & monitoring report for ADORE IT	08/11
4	D22	Agreement between partners for project follow up	08/11 CO
6	D6.1	Project Information Sheet	08/11

## 9. Short time local agreement timetable

Key Action	Kay Actor	Name of the action	Month of completion
Raw material production	Farmers assoc.- KA1	Agreement professional contracts	09/09
Raw material to bio fuel	Plants owners - KA2	Agreement to be part of project	10/09
Raw material to bio fuel	KA1 + KA2	Agreement between KA1 – KA2	10/09
Bio fuel distribution	Distr. Company KA3	Letter of Commitment	09/09
Bio fuel distribution	KA1+KA2+KA3+LA	Agreement bio fuel chain actors	10/09
Bio Fuel Use	Local Authorities-LA	Letter of Commitment	07/09