

## OVERVIEW MANAGENERGY TRAINING MODULE

**“Developing a Successful Local Energy Agency”**

**European Commission, Charlemagne Building Round Point Schuman,  
Room S5**

**1. ABOUT THE TRAINING MODULE****Who Should Attend?**

This training module is targeted at either Directors or Deputy Directors of Local & Regional Energy Agencies (LEAs) newly established. The programme will last for 1 day.

**Why this Training Module?**

The goal of the training module **“Developing a Successful Local Energy Agency”** is to provide participants with a solid understanding of the key management elements to run a young agency, during the three years of the SAVE-Agency contract, having in mind the perspective of a sustainable energy agency in the following years.

**What will be covered?**

Key components of the training module will include:

- Developing a sustainable agency at the local level
- Understanding local authorities' perspectives and their expectations
- Reasons for agency success
- Organisation of the agency in the start-up phase
- Orienting the agency activities in the first three years
- Managing the save contract
- How to afford the transition between the start-up phase and the following period.

**2. LOCATION AND TIMING**

**Brussels, January 31, 2008**

**Training duration**

- The Training Module will last for 1 day, from 9:30 to 17.00

**2. PROGRAMME OVERVIEW**

The Training Module is composed of 4 Parts over 1 day, with each Part comprising 2-3 Sessions. Each module lasts for 2-3 hours. The typical time schedule is from 9 – 18.00hrs with lunch and coffee breaks. The diagram below provides a schematic view of the programme.

PART	TITLE	SESSION TITLE
PART 1	Introduction: Training Seminar & LEA Sustainability	1A: Welcome and Orientation
		1B: Successful Agency – The Experiences around us.
PART 2	Analysis of a Successful Agency	2A: Organisation of a new agency
		2B: Comparing work programmes and budget structures
PART 3	Successful Projects in a Successful Agency	3A: Orienting the activities of my Energy Agency
		3B: Managing the SAVE contract
		3C: “After SAVE” – what will happen next?

PART	TITLE	SESSION TITLE
PART 4	Conclusions and Review	4A: Review
		4B: Evaluation.

**Programme Sessions Legend:**

	General Sessions
	Coffee & Rest Breaks

MANAGENERGY TRAINING PROGRAMME – DAY 1	
Timing	Programme Session
9.00hrs	Coffee and Registration
	<b>PART 1 – Introduction – Training Seminar and LEA Sustainability</b>
09.30 hrs	<b>Session 1A: Welcome and Orientation:</b> <ul style="list-style-type: none"> <li>Participants introduce themselves</li> <li>Rationale and purpose of the training programme</li> <li>Participants learning objectives from the programme</li> </ul>
10.00 hrs	<b>Session 1B: Successful Agency – The Experiences around us.</b> (power point presentation, group work and feedback from group work)
10.45 hrs	<b>COFFEE BREAK</b>
11.00hrs	<b>PART 2 - Analysis of a Successful Agency</b>
	<b>Session 2A: Organisation and Key functions of a new agency</b>  <b>Presentation:</b> Personnel, external consulting, administration, indicators of effectiveness and efficiency, budget structure, financial indicators,....  <b>Participants Discussion:</b> focus difficulties, doubts, problems.  (power point presentation and comments)
11.45 hrs	<b>Session 2B: Creating a sound basis within the present SAVE-Agency Work Programme?</b> Comparison of work programmes and budget structures of the SAVE projects of each participant.  (Working groups, group work and feedback from group work)  <b>All trainees should bring along with them copy of their Work Programme and Contract.</b>
12.45 hrs	<b>LUNCH</b>
13.45hrs	<b>PART 3 - Successful Projects in a Successful Agency</b>
	<i>Developing and implementing successful sustainable projects requires a successful LEA. Part 4 looks at some of the key elements that you need to 'get right' in developing a successful local energy agency....</i>
	<b>Session 3A: Orienting the activities of your Energy Agency</b> <ul style="list-style-type: none"> <li>Main/typical areas of interest for energy agencies</li> <li>From partner contribution to sales to clients</li> </ul>

MANAGENERGY TRAINING PROGRAMME – DAY 1	
Timing	Programme Session
	<ul style="list-style-type: none"> <li>Relation with reference local Administration and other partners. (power point presentation developing new activities presentation of successful agencies, SWEA and AESS, )</li> </ul> <p><b>Note:</b> <i>This session may include a presentation from a representative of a local government authority</i></p>
14.45 hrs	<p><b>Session 3B: “After SAVE” – what will happen next?</b></p> <ul style="list-style-type: none"> <li>Sustainable projects in a sustainable agency</li> <li>Defining the best products</li> <li>Creating excellence in your agency</li> <li>Marketing and communication skills</li> </ul> <p>(power point presentation, “ping-pong” exercise)</p>
15.30-16.00 hrs	<b>COFFEE BREAK</b>
<b>PART 4 - Conclusions and Review</b>	
16.00 hrs	<p><b>Continuation of Session 3B: “After SAVE” – what will happen next?</b></p> <p><b>Session 4A: Participant Discussion and Feedback:</b></p> <ul style="list-style-type: none"> <li>Reviewing learning and relevance for participants’ agencies</li> <li>Feedback on the training course and component modules.</li> </ul>
16.30hrs	
17.00 hrs	<b>Seminar Ends</b>
17.00-17.30	<b>ME staff available for follow up discussions.</b>

### 3. TRAINER’s BIO’s

#### Marcello Antinucci

Dr. Antinucci, physicist, after 4-years of academic research, spent more than 30 years in industrial research and consulting in renewable energies, energy efficiency, and building energy applications. He led the Conphoebus (ENEL Group) building energy laboratory for 12 years, then operated for 6 years as manager for Conphoebus business development, performing project management, scientific co-ordination, project promotion in several technical areas, from waste recycling to electro-chromic material applications for windows. In 1998 he started working as a free lance consultant in energy and local development.

He co-founded the consulting ECUBA srl in 1997, operating energy, environment and land planning studies and services. Since 1999 he is the director of Modena energy agency, operating at local level in energy planning, feasibility studies, design of renewable energy plants, energy audit in buildings and industries. The agency is also in charge for assisting the Municipal and Province administrations in the boiler inspection task, as foreseen by the Italian bill 10/91. He is a member of the Italian Association of energy managers, deputy President of RENAEL (Association of Italian local energy agencies), supports the local administrations in the development of energy sustainable regulations and programmes.

**Catrin Maby**

Director, Severn Wye Energy Agency, UK

With a background in engineering, Catrin has a lifelong interest in sustainability and the impact of technology on social equity. She has worked in sustainable energy since 1984, when she set up an energy advice service for London tenants. She has wide experience in strategic development, training, technical consultancy and awareness-raising, and assisted several UK local authorities in the development of their first Home Energy Conservation strategies in 1996.

As an independent energy consultant, Catrin assisted Birmingham City Council in developing sustainable energy aspects of inner city regeneration programmes, working with technical and community liaison staff and community groups over a period of several years, including developing energy awareness materials for use in literacy, numeracy and English as a second language classes.

Catrin joined Severn Wye Energy Agency in 1999, overseeing its development as a dynamic and dedicated team of energy professionals, with a wide portfolio of sustainable energy projects and services in South West England and Wales. She was one of a team of four international consultants selected by the European Commission to research the work of European energy agencies in 2004, and is currently coordinating two Intelligent Energy Europe Projects.

**Seán J. Burke**

Seán J. Burke is the Team Leader of the ManagEnergy Support Team and is based in Brussels. His role involves general oversight on the development and delivery of the ManagEnergy Support Team services to Local and Region Energy Agencies and Actors. These services are provided by a consortium of 5 organisations and include the ManagEnergy Free Sectoral Advice facility, ManagEnergy Training, ManagEnergy workshops, website and communications products.

He has diverse experience as a management consultant and small business cofounder, and has led consulting engagement teams as well as serviced in company management and Board of Director Roles. He directed one of Europe's most successful investment programmes, facilitating access between venture capital investors and young high-tech growth companies and ICT RTD projects. He has delivered coaching and training programmes for high-tech entrepreneurs across Europe, and has also evaluated EU Structural Funds programmes, including one Operational Programme in Bulgaria. He is founder and principal of New Frontier Services, a Brussels-based consulting company.

**Constanza Negri Biasutti**

Constanza Negri is a member of the ManagEnergy Support Team, and is based in Brussels. She has particular responsibilities for the development, management and delivery of a variety of ManagEnergy Programme services, in particular new ManagEnergy services targeted to Local and Regional Energy Actors such as Management Training and the Sectoral Expert Advice Facility (Sectoral Advice), as well as ensuring with her colleagues the smooth running of day to day activities and the coordination of the ManagEnergy Support Programme.

Constanza has been involved in the implementation of different EC projects during her career, and has carried out numerous assignments relating to the coordination and support of networks. She holds an MSc. in International Relations from the University of Bologna a Master's Degree from the European College of Parma, with emphasis on EU energy Policy. In addition to her native Spanish, she speaks fluent English and French and is proficient in Italian.

**3. Venue**

**European Commission, Charlemagne Building Round Point Schuman, Room S5**