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PRESS RELEASE

KICK-OFF MEETING OF MED-DESIRE PROJECT

Officially launched in Rome on 10 and 11 June 2013, the project aims at contributing to the transfer and implementation of good practices to facilitate the take up of solar energy

A consortium of nine partners, leaded by Puglia Region - Industrial Research and Innovation department, successfully kicked off MED-DESIRE ("MEDiterranean DEvelopment of Support schemes for solar Initiatives and Renewable Energies"), a project implemented under the ENPI CBC Mediterranean Sea Basin Programme aiming at spreading energy efficiency across the Mediterranean area through the definition of innovative financial schemes and market stimulation tools.

The innovative objective of MED-DESIRE project is that of supporting energy sustainability, through the dissemination of legal, regulatory, economic and organizational best practices, useful to remove the many obstacles to distributed solar energy generation. The project aims to reach an improved capacity of public administrations and regional institutions, higher and more diffused competences for local technicians and professionals, innovative tailored financial mechanisms and market stimulation instruments and a wide consensus among public and private key stakeholders on the central role of renewable energies for sustainable development and environmental protection.

This 36-months long strategic project was officially launched in Rome on 10 and 11 June 2013 in a kick off meeting, which was attended by the project partnership actors in charge of the development and implementation of energy efficiency policies in Egypt, Italy, Lebanon, Spain and Tunisia: the Italian Ministry for the Environment, Land and Sea; the Italian National Agency for New Technologies, Energy and Sustainable Economic Development; the Puglia Region - Industrial Research and Innovation department; the Regional Agency for Technology and Innovation (co-actuator of the project); the Andalusian Energy Agency; the Andalusian Institute of Technology; the Center of Energetic, Environmental And Technological Investigations - Solar Platform of Almeria; the Tunisian National Agency for Energy Conservation; the Lebanese Center for Energy Conservation; the Egyptian New and Renewable Energy Authority. Representatives of the Joint Technical Secretariat (JTS) of the ENPI CBC Mediterranean Sea Basin Programme also took part in the Roman event.

With a total budget of around € 4.5 million (90% Programme contribution) and through the shared political commitment of the partner countries and a participatory approach, MED-DESIRE aims at building an effective cooperation framework for the development, dissemination and deployment of energy efficiency technologies in the Mediterranean area, which is the repository of a huge solar potential.

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MED-DESIRE will be particularly focused on energy efficiency technologies (especially solar heating and cooling) that can improve partner countries' economic development in the energy sector, through the establishment of an effective co-operation framework among providers of energy technologies and services fostering the development of a sustainable common energy market.

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