



## AWARENESS CAMPAIGN TO FOSTER SOCIAL ACCEPTANCE AND LOCAL INVESTMENTS OF SMALL SCALE RES MUNICIPALITY OF RETHYMNO, CRETE

In order to present RES potential as development potential and providing energy independence this pilot action has:

- 1) developed a web tool to dimension and to assess quickly the feasibility for small scale RES (small biomass heater, PV installation <2 kWp, family solar thermal boiler) based on a set of parameters and local conditions
- 2) road show has been implemented with the contribution of RES experts, planners, developers, scientists team in order to inform-discuss-exchange-debate with local communities to address their fears, hesitance, opposition to RES in rural communities with high potential of RES
- 3) investment opportunities and appropriate financing models has been defined, explained and supported. The cooperation with the local suppliers and engineers is foreseen.

The implementation of the pilot action is expected to increase the social acceptance of the island's population towards RES and also provide concrete case of increasing of energy independence through collective action of public and private sector with general public support. The end result of the pilot action will be a replication model addressed to other similar island areas and other small urban – rural areas in need of energy independence due to specific location and providing the methodology followed and lessons learnt during the implementation procedure.



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## Macro objective:

Increase energy independence and clean energy production in the island of Crete

GHG emissions reduction by decrease in the use of fossil fuels for electricity production

Improvement in the quality of life with cleaner atmosphere

Increased comfort in households with lower energy bills due to self-production

Foster local development

## Specific objectives:

Increase penetration of green energy

Foster social acceptance of small scale RES

Enhance local investments of small scale RES

## RES potential to be exploited:

1.800kWh/m<sup>2</sup>y  
solar radiation

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