

## Key Aims of Ace

**A**n Academy Award Ceremony which will recognise outstanding renewable energy champions across the participating North West European Countries.

**C**hampions and stakeholders associated with Ace will excel by learning and mentoring each other; this will be achieved through staff exchanges and workshops.

**E**nsure political and scientific stakeholders meet and form strategies for Renewable Energy in North West Europe.

**E**volution of innovative business models for community-based sustainable energy projects.

**U**nified marketing plan for renewable energy which will include a communications and public engagement strategy for North West Europe.

## Who is involved?

There are ten organisations participating. They are from Ireland, the United Kingdom, the Netherlands, France and Belgium. The ten organisations are:



# The building blocks for our renewable energy future

[www.aceforenergy.eu](http://www.aceforenergy.eu)

# What is Ace?

Ace is a renewable energy initiative which has been launched across several North West European countries. It promotes the importance of renewable energy in everyday life to citizens, businesses, universities and local government - the idea is, if the right information is provided there will be an increased uptake of renewable energy.

Ace is about co-operation. Utilities, energy supply companies, businesses, local government and energy users as well as other energy actors are developing their own separate strategies for renewable energy.

A lack of co-ordination and sharing of knowledge among various North West European communities has led to limited success in the renewable energy sector. Ace will address this information gap by informing and educating the public on how to switch from conventional fossil fuels to renewable energy resources.



## Innovation

Ace will support an enhanced level of innovation and competitiveness across North West Europe by increasing the combined capabilities of sustainable energy champions.



## Partnership

Ace will promote the uptake of renewable energy through the development of a transnational academy which brings together public and private agencies to champion renewable energy.



## Advocacy

Ace will showcase existing sites which will highlight the benefits of renewable energy to city authorities and communities and show that replication is both achievable and beneficial.



## Leadership

Ace will empower a whole range of stakeholder groups to become leaders in sustainable energy. By providing the important information, Ace will help these groups to champion renewable energy.