ATLANTIC POWER CLUSTER
Project summary

The Atlantic Power Cluster project is strongly linked with the Atlantic Area Operational Programme 2007-2013, and, as such, it will exploit the renewable energy potential of the marine and coastal environment of the Regions involved (priority 2.3) and will identify the future challenges for the marine energy development.

**Main objectives** of the Atlantic Power Cluster project are:

1. Building a transnational marine energy strategy in the Atlantic Area.
2. Creating an adequate political and social environment for the marine energies.
3. Enhancing the competitiveness and innovation capacities of the industrial community in the Atlantic regions.

The coherence between priority 2.3 and the project is clearly identifiable through the **specific objectives** of the latter:

1. Implementation of a regional benchmarking study on marine energies.
2. Design of a common methodology to increase social acceptance and public awareness of marine energy projects.
3. Identification of real market opportunities in the marine energy sector.
4. Definition of a common strategy to adapt the partner regions workforce to the needs of the marine energy sector.
5. Design of a marine energy cluster as the instrument to drive the Atlantic cooperation in the field of marine energies.

The **partnership** of the Atlantic Power Cluster project is made up of 17 organizations from the 5 Member States of the Atlantic Area:

**Lead Partner SODERCAN (Spain),** Regional Development Agency of Cantabria, is a public organization linked to the Cantabria Regional Government. SODERCAN is in charge of the implementation of all regional, national and European policies, programmes and initiatives addressed to the business and industrial community and is also leading the Cantabria regional strategy on renewable energies.

**Partner 2 FUAC-Foundation University of La Coruña (Spain):** FUAC is a non-profit foundation to promote and develop the activities of the University of La Coruña, focusing on the transfer of scientific-technical and social knowledge. It is closely linked to the research and maritime organizations in the region.
**Partner 3 Galway County Council (Ireland):** Irish Local Authority, Planning Authority for the Region, Development and management of Road, Water and Waste Water, Infrastructure for the Region, Public Housing Authority for the Region, Emergency Services for the Region, Fostering Cultural, Economic and Community Development, as well as Environment Management.

**Partner 4 Bretagne Innovation (France)** is the regional development and innovation agency that resulted from the merger between the Agence économique de Bretagne and Bretagne Innovation. The agency, a non-profit organisation, provides services to regional companies and also has a support and advisory role to both local government and to businesses in research innovation and international affairs, MRE among them.

**Partner 5 FAEN-Asturias Energy Agency (Spain)** is linked to the Asturias Regional Government and is responsible for the promotion and development of research, technology development and training activities of interest for the regional energy sector, including oil & gas, electricity generation and renewable energies.

**Partner 6 Regional Council of Basse Normandie (France)** is the local authority with responsibilities over land use and development, education and professional training, economic development, culture and health. The Basse-Normandie Region is currently building its marine energy industry and is linked to all concerned actors and plays a role of facilitator and mediator.

**Partner 7 CPMR-Atlantic Arc Commission (France)** promotes the interests of Atlantic Arc territories at an EU and national level, encourages cooperation between its member regions but also with other Atlantic stakeholders and is currently structured in three working groups (transport, fisheries and marine renewable energies). The Atlantic Arc Commission represents 25 regions from Ireland, the UK, France, Spain and Portugal and CPMR gathers 161 regions from 29 States.

**Partner 8 CIT - Cork Institute of Technology (Ireland).** The CIT is a major provider of Education and Training at Third and fourth levels in Ireland. CIT offers full-time, part-time and special courses in several fields, including Computing and Information Technology, Engineering, Nautical Studies and Science. The National Maritime College of Ireland is a constituent faculty of CIT.

**Partner 9 EVE-Basque Government Energy Agency (Spain):** EVE is linked to the Basque Government Department of Industry, Innovation, Trade and Tourism in matters of energy, geological and mining resources and is the main reference in the Basque Country energy field, with competences in energy efficiency and development of renewable energy sources.

**Partner 10 Wave Energy Centre (Portugal)** is a non-profit organization dedicated to the development and promotion of Ocean Wave Energy through technical and strategic support to companies, R&D institutions and public entities.
Partner 11 INEGI (Portugal) is an interface Institution between University and Industry, oriented to the activities of Research and Development, Innovation and Technology Transfer. INEGI has a long history on renewable energy, with special focus on wave power and offshore wind energy.

Partner 12 SEGEC-Scottish European Green Energy Centre (UK) principal remit is to facilitate innovative, collaborative, low-carbon, infrastructure projects which deliver real benefits for Scotland, the UK and Europe. SEGEC is supported by the Scottish Government, the European Regional Development Fund, Scottish Enterprise, Highlands and Islands Enterprise, Scottish Power and SSE. Priorities include Marine, CCS, Renewable Heat, Grids, Offshore Wind and Energy Efficiency.

Partner 13 Pole des Eco-Industries de Poitou Charantes (France) is a regional organization with the general purpose of reducing emissions of greenhouse gases. It has an existing knowledge on MRE, especially for Poitou-Charentes shore, and embraces a regional network of potential stakeholders for the innovation and industrial development of MRE.

Partner 14 Societe Publique Regionale des Pays de la Loire (France): The regional economic development agency of Pays de la Loire offers a wide range of expertise in economic development and territorial promotion. Stakeholders include the local government and 6 urban communities. Green economy and renewable energies are among their major activities and responsibilities.

Partner 15 Regional Council of Aquitaine (France) is a public institution responsible for the Economic and Social development, Regional Space Planning, Long life Training and Education systems, Health, Scientific and Cultural issues on its territory. Renewable energy and energy efficiency are two of the pillars of its regional policy.

Partner 16 CIEMAT-Spanish Environmental Energy Research Centre (Spain) is linked to the Spanish National Government and promotes and improve the competitiveness of renewable energies in the energy market; assesses the environmental impact of energy and introduce new processes that minimize or avoid it, promoting the development of environmentally-friendly technologies;

Partner 17 Regen SW (UK). Supported by Devon County Council it is an independent, non-profit organization that promotes renewable energy in the south west of England and has been working for the last 7 years in the marine energy sector. They provide support for project and technology developers, manage a network of 250 marine energy and supply chain companies and have very close ties to the PRIMARE research institute at the universities of Exeter and Plymouth.

The partnership represents almost the complete coastal regions of the Atlantic Area, covering all the regions from the South of Portugal to the North of France, plus Southwest England and Scotland in the UK and Western, Southern and Eastern Ireland. This coverage guarantees a suitable geographical balance and a remarkable impact.
Design and coordination of project activities has been shared with all the partners so the level of implication can be improved, while integrating the different perspectives, experience and knowledge. All project partners are expected to participate in all project activities.

The consortium seeks to promote the coherence of policies and strategies and is aiming to establish standard-setting approaches, as the regions have common concerns and shared interests that can be tackled by joint solutions. The partnership wants to tackle the crucial challenges by cooperating beyond borders and sector barriers.

The Atlantic Power Cluster project is structured in 7 activities which integrate a number of actions fully coherent with the project objectives:

**Activity 1 “Project management and coordination”**

This Activity will be dealing with the overall coordination and management of the project and will include strategic and operational coordination (steering committee and working groups), administrative coordination (documentation and activity reports) and financial coordination (certificates of expenditure, auditing and reimbursement claims).

The Lead partner will take overall responsibility so as to guarantee that the project is successfully implemented on time, according to plan and within budget.

The organization and location of the Steering Committee meetings and Working Group meetings will rotate among the partner regions.

This activity will be coordinated by the lead partner SODERCAN.

**Activity 2 “Regional study on marine renewable energies”**

Project partners are fully committed to foster the development of marine energies but some regions are more advanced than others in the definition of their strategies. Indeed, some are among the EU leaders in the field of MRE whereas others have just started to investigate their potential.

The goal is therefore to carry out a regional benchmarking study on marine energies from a strategic and political point of view that will focus on the following fields:

1. Strategies and policies
2. Stakeholders involved
3. Legal framework
4. Financial support instruments
5. Marine designated areas
Understanding where the regions are now will be the starting point to define where the regions want to be, as well as how to move from one end to the other (strategic development).

A transnational seminar will be organized to present the Activity results and the project itself, while promoting marine energies.

This Activity will be coordinated by the CPMR - Atlantic Arc Commission.

**Activity 3 “Public awareness and social acceptance”**

The objective of this work package will be to create and trial methodologies to increase public awareness and acceptance of Marine Renewal Energy projects (MRE).

These methodologies will adopt newly emerging social marketing techniques to involve coastal communities to implement communication programmes to highlight the positive aspects of marine based renewable energy projects. This is to ensure that:

1. The benefits from MRE for local stakeholders are communicated
2. There is behavioral change amongst stakeholders
3. Communications messages and media incorporate the unique knowledge, attitudes and beliefs of stakeholders

The stakeholders identified to be included in this work package are members of coastal communities, Partners in the Cluster, members of the fishing community, Visitors to coastal areas and Environmental organisations.

The critical elements of this Work Package will be as follows:

- Identification and analysis of audience
- Identification of existing messages and channel delivery
- Segmentation of audience
- Identification of message to be communicated – ‘positive role of MRE’
- Engagement with stakeholders to identify methodology to deliver the message
- Pilot actions to deliver message in conjunction with local stakeholders

A transnational seminar will be organized to present the Activity results and the project itself, while promoting marine energies

This Activity will be coordinated by The Galway County Council.
Activity 4 “Business development”

The project seeks to identify current and future market opportunities in the field of offshore and marine energies in order to achieve maximum benefit for the Atlantic region and the industry as a whole.

The strategy in terms of business development shall be designed at European level, not only at partner regions level, so those areas where the real opportunities are can be considered.

In order to make this study a successful tool for the regions, it would be necessary to establish a set of targets to be achieved. In order to select those targets several sources were proposed like the EU-OEA, EWEA, European Industrial Initiatives, etc.

The study should help the Atlantic regions to organize themselves in order to answer the following question: How can the Atlantic regions work together and take advantage of the new business opportunities in this field?

Activity 4 will be dealing with the following topics at regional level:

1. Technology development / technology offer
2. Test centre capabilities
3. Industrial expertise / industrial capacity
4. Supply chain development
5. Port and logistic facilities
6. Installation and maintenance capability

Identification of current and future market/business opportunities along the supply chain in the offshore and marine energy sector, both in the Atlantic Area and other EU and world regions, will be the core of this Activity.

Trade missions and brokerage events might be considered and two major Fairs are targeted: ICOE 2012 (Ocean Energy) and EOW 2013 (Offshore Wind).

A transnational seminar will be organized to present the Activity results and the project itself, while promoting marine energies.

This Activity will be coordinated by Bretagne Innovation.

Activity 5 “Adapting the Atlantic Workforce to the needs of the marine energy sector”

The expected future growth in the maritime energy sector present significant opportunities in the Atlantic Area for employment creation and upgrading of skills and significant challenges in having a highly trained workforce available to service the sector’s future needs.
Projected labour market demands will require highly specialist skills sets ranging from Construction Operatives, to Technicians to Senior Design, Electrical and Structural Engineers, to Business and Marketing Managers. The emerging offshore energy sector is already experiencing worldwide skills shortage in these areas.

Activity 5 will therefore examine and address the development and accreditation of the necessary training and educational courses which can be delivered and recognized on an international basis, to position the Atlantic Zone as a World Class Area, in terms of Education and Training.

Two major actions shall be carried out under this Activity:

Action 1: Addressing projected Labour Market needs and skillsets requirements. The action involves:

a) Assess potential growth patterns of the developing European labour market in the offshore and marine energy field.

b) Analyze the qualifications and skills requirements

c) Identify shortfalls in the supply of trained personnel

d) Prepare and publish an Interim report in all partners regions, covering all steps.

Action 2- Addressing the sector’s overall educational and training needs. Requirements will be inputted from Action 1. All educational and training courses to be designed in a manner to permit international accreditation and delivery across the partner regions and generally throughout the Atlantic Area.

A transnational seminar will be organized to present the Activity results and the project itself, while promoting marine energies.

This Activity will be coordinated by The Cork Institute of Technology.

Activity 6 “Defining a marine energy cluster”

This Activity will build on the results of the activities 2 & 4 to establish current strengths, weaknesses and capability gaps.

The availability of different infrastructures to improve, validate and certify the different technologies is essential, but the interconnection among those infrastructures to benefit from the synergies while avoiding overlapping will prove to be the key to success.
Activity 6 will also identify marine energy test capability within the partner regions and the project will review testing requirements to ensure that test facilities will keep pace with technology development.

Activity core will be the design of cooperative structures building on existing resources and complementarities among regions, focusing on technology development, project development and development of coherent region wide policies.

Specific actions to be carried out will be:

1 - Complementarities between Partner Regions: MRE capabilities within each partner region will be identified, highlighting gaps in capability and identifying common areas of strength.

2 - Identification of Test Sites: Identifying current and planned marine energy test capability within partner regions, producing a register of testing capability. It will show where gaps in testing capability and capacity exist, and consider how the testing requirements of emerging technology should be accommodated.

3 - Design of Cooperative Structures: Actions to jointly promote and develop the MRE in the Atlantic Area (common technology roadmaps, matchmaking activities, building partnerships, RTDI projects in cooperation, etc).

A transnational seminar will be organized to present the Activity results and the project itself, while promoting marine energies.

This Activity will be coordinated by SEGEC - Scottish European Green Energy Centre.

Activity 7 “Communication and dissemination”

This Activity will be dealing with the preparation and implementation of a sound Communication Plan to promote and disseminate the project objectives and activities, while raising awareness on the offshore and marine energies.

The Communication Plan will include a number of actions described below and will be coherent with all the project activities, specially with Activity 2 (social acceptance).

The goal is to achieve a maximum impact in the Atlantic Area so everyone can be aware of the project objectives and results, hence sowing the seed of a common strategy for offshore and marine energies in the Area.

In addition, the close relationship between the CPMR, the European Institutions (Parliament and Commission) and the Atlantic Member States will guarantee a broader and effective dissemination of the project objectives, activities and results.

Actions foreseen under this Activity will be:
1. Design of a graphic identity for the project
2. Leaflets and posters
3. Project web site
4. Web 2.0 / social networks
5. Merchandising / promotional material
6. Electronic newsletter
7. Press articles and reports
8. Technical studies
9. Regional workshops
10. Transnational seminars
11. Fairs and exhibitions in the field of MRE

This Activity will be coordinated by the Conseil Regional Basse Normandie.

The total project budget is 3.020.000 EUR (three million twenty thousand Euros) to be cofinanced between Interreg Atlantic Area (65%) and the partners themselves (35%).

No external financier will be considered.