

CLIMATLANTIC Project Overview

The SERA is a partner in the INTERREG IVB funded CLIMATLANTIC project www.climatlanticproject.eu. The project consists of partners from Portugal, Spain, France, England and Ireland. The overall aim of the CLIMATLANTIC project is to foster development of regional and local strategies aimed at reducing the carbon footprint in the European Atlantic Area.

A Common Atlantic Strategy for Sustainable Urban Development and Reduction of Carbon Footprint was developed by the project partners based on the work of Think-Tanks established around four thematic pillars/areas – mobility, energy, territorial management and social behaviour. The SERA was responsible for developing the energy pillar of the document. The Strategy identifies seven priorities that need addressing in the quest for sustainable urban development and carbon footprint reduction. In addition, the 'CLIMATLANTIC project provided for implementation of small-scale pilot actions to validate the strategy developed. The project is now in its dissemination and capitalisation phase.



CLIMATLANTIC forums during 2014:

- Mobility & Climate: February 20th & 21st in La Rochelle, France
- Energy & Climate: March 12th and 13th in Dublin, Ireland
- Competitiveness and Sustainability of Maritime Areas: March 25th in Viana do Castelo, Portugal
- Territorial Planning & Climate: March 26th in Ourense, Spain



Energy Forum

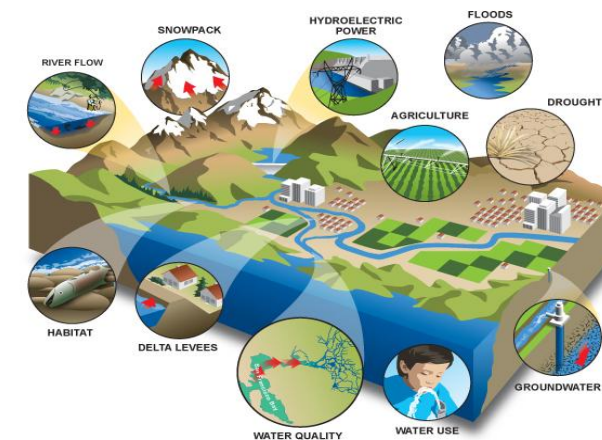
CLIMATLANTIC Project

12th – 13th March 2014

IRELAND

You are invited to attend the Sustainable Energy Authority Ireland (SEAI) Energy Show in the RDS, Dublin on Wednesday 12th March 2014. The annual Energy Show is organized by SEAI and is a flagship event for professionals in the energy sector. It is a business only exhibition showcasing leading suppliers of sustainable energy products and services from Ireland and Europe. Please register at:

http://www.seai.ie/News_Events/Energy_Show



CLIMATLANTIC Project Partner Workshop

Thursday 13th March 2014

Where: At a venue to be confirmed close to the RDS, Dublin 4

9.30: Update on CLIMATLANTIC Project – Capitalisation and Dissemination Activities

10.00: Overview of South-East Region Bioenergy Implementation Plan 2013-2020

10.30: Break

11.00: Renewable Energy Policy in Ireland and Europe

11.30: Facilitated discussion to formulate a 'Future Collaborative Opportunities Paper'

12.30: Conclusion

Masterclass in Social Media Marketing

Wednesday 12th March 2014

Time: 10am – 12pm and 2pm-4pm

Where: RDS, Dublin 4 (during the SEAI Energy Show)

Register: http://www.seai.ie/News_Events/Energy_Show/Registration/Workshops/Workshop02

Masterclass Delivery Approach

The masterclass is designed to be **highly participative, practical, relevant and entertaining** with emphasis on broadening participants' knowledge and providing value-added competencies in terms of **Social Media & Digital Marketing** and its benefits to the sustainable energy sector.



Workshop Aims

- Demonstrate how to use social media in the development of product brand, to promote and sell renewable energy related products
- Develop skills to make the most of sites such as LinkedIn, Facebook, YouTube, Google+, Pinterest, Twitter and Blogs
- Create online profiles for your organization and online personas and connect with existing and potential clients and customers
- Understand the importance of social media & digital marketing and how it can enhance their online activities
- Understand how to use manage privacy settings on various accounts
- Learn how to take full advantage of viral marketing i.e. referrals from online word-of-mouth.