

## Renewable energy sources mix in peripheral area

### Pilot „GREEN INDUSTRIAL AREAS IN M-V“

#### Goals

- Attracting new companies (marketing instrument)
- Generation and direct marketing of RES on-site (regional added value)
- Promotion of industrial symbiosis and sectoral integration (electricity, heat, transport)

#### Activities

- Establishment of a dialogue forum
- Analysis, evaluation and mentoring of 7 pilot areas
- Compilation of funding possibilities
- Elaboration of requirements for green industrial areas in the region
- Development of a marketing strategy

#### Results

**STATE INITIATIVE** „Green industrial areas in Mecklenburg-Vorpommern“

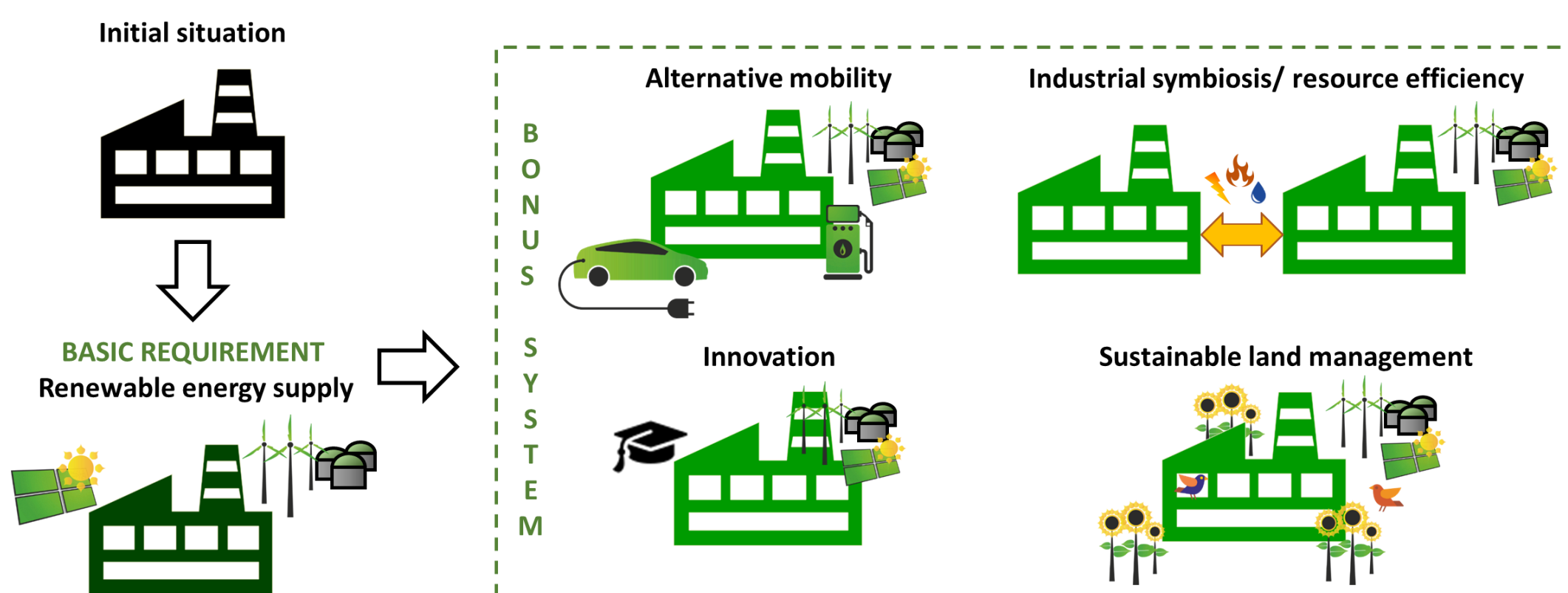


Figure 1. Requirement catalogue for membership in the state initiative

## Co-operation links with stakeholders

The involvement of stakeholder groups takes place within the framework of different event and discussion formats. The implementation of the pilot is accompanied by a *core group of stakeholders*. For the discussion of specific details additional stakeholder were involved. Co-operations links for following stakeholders were established .

#### SPATIAL PLANNING

- Ministry of Energy, Infrastructure and Digitalization M-V, Department State Development
- Regional Offices of Spatial Planning
- Regional Planning Associations
- Offices for Urban Development

#### Consultation of key stakeholders

- ❖ Dialogue forum
- ❖ Workshops
- ❖ Bilateral/ round table discussions

#### ENERGY

- Ministry of Energy, Infrastructure and Digitalization M-V, Department Energy
- State Association for Renewable Energies
- Energy and Climate Protection Agency
- Climate protection managers
- Regional Center for Renewable Energies

#### MUNICIPALITIES

- Mayors/ Municipalities
- Municipal utilities
- Association of Municipal Companies (VKU)
- Association of Towns and Municipalities M-V

#### ECONOMY

- Ministry of Economics M-V
- Invest in MV
- Chamber of Industry and Commerce
- Companies producing renewable energies
- Promoter of economic development

#### COOPERATION WITH PROJECTS/ INITIATIVES

- University of Rostock
- Hamburg Metropolitan Region
- Green Economy Bremerhaven
- Symbiosis Center Denmark

## Stakeholder involvement

#### Dialogue forum

Monitoring and support of the entire implementation process

- Presentations
- Group discussions
- Brainstorming sessions

Additional invitations: mayors/ municipalities, municipal utilities



#### Workshop

Final evaluation of the requirements

- Presentations
- Reflection from the perspectives of municipalities and companies

Additional invitations: municipalities, municipal utilities, companies producing RES, promoter of economic development, State Association for Renewable Energies M-V

#### Thematic dialogue

Bilateral/round table discussions on specific topics

- Analysis and mentoring of each pilot area (mayor, municipality, economic development promoter)
- Marketing strategy (invest in M-V, Landesmarketing M-V, economic development promoter)
- Strategic and conceptual (EM M-V, Regional Planning Associations, State Association for Renewable Energies M-V, invest in M-V, University of Rostock)



Figure 2. Workshop "Green industrial areas in Mecklenburg-Vorpommern"

#### LESSONS LEARNT

- ❖ Clear and transparent internal and external communication
- ❖ Early and interdisciplinary involvement of experts
- ❖ Constructive culture of open criticism and discussions
- ❖ Practice/feasibility check in regular intervals
- ❖ Confidence building



## Contacts

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