

SAVE-II
Programa de la UE para ahorro y eficiencia energética

Propuesta Aragón

**Promover el ahorro y la eficiencia energética
en las empresas del medio rural**

1.- Antecedentes:

- El Centro para el Desarrollo del Maestrazgo es una entidad sin fines de lucro, participada por el gobierno de Aragón, las asociaciones empresariales y sindicatos de la zona, y las autoridades locales; trabaja en numerosos programas y proyectos, tanto de promoción empresarial, como de medio ambiente, patrimonio cultural, etc...
- El Maestrazgo de Teruel ha hecho un notable esfuerzo en los últimos años en la promoción de las actividades empresariales, especialmente a través de la Iniciativa Leader. Asimismo, se ha hecho un importante esfuerzo en aumentar la competitividad de las empresas, por la vía del asociacionismo, la distribución y comercialización en común, la dotación de una imagen de marca, etc...
- Queda pendiente, por tanto, reforzar la competitividad de las empresas por la vía de la reducción de costes, y especialmente, mediante el uso más eficiente de la energía y las materias primas.
- Se han dado ya pasos en este sentido: las posibilidades de utilización de energías renovables han sido ya detalladas en dos seminarios para pymes celebrados en Alcorisa y en La Iglesuela del Cid; se ha iniciado ya un proceso de demostración con la microcentral hidroeléctrica de Mas de las Matas, y se ha impartido ya charlas para empresarios sobre ahorro y eficiencia, utilizando nuevas tecnologías de la comunicación (para favorecer el aprendizaje a distancia).
- Esta actividad de promoción y difusión se ha realizado en estrecha colaboración con la Fundación CIRCE, entidad participada por la Universidad de Zaragoza, Endesa y el Gobierno de Aragón. Esta Fundación ha trabajado intensamente en investigación y difusión de energías renovables, en toda la Comunidad de Aragón.
- Ambas entidades son conscientes de la necesidad de potenciar el ahorro energético en las pymes, y de las particulares dificultades existentes en el medio rural. Sucintamente, algunos problemas son:
 - Atomización del tejido empresarial.
 - Ausencia de estructuras de interface como correas de transmisión de la innovación.
 - Problemas de financiación.
 - Ausencia de modelos formativos y de diseminación de innovación energética adecuados a la realidad económica y social de las pequeñas empresas rurales.

- El Centro para el Desarrollo del Maestrazgo es la *host-organisation* del Carrefour de Aragón, centro de información rural comunitaria adscrito a la Red Carrefour de la Unión Europea, y que participa en numerosos programas y proyectos de difusión y sensibilización; así, actualmente coordina el proyecto "Removing Barriers" sobre medio ambiente y empleo, y el proyecto "Espacio Europa" sobre la introducción del euro. Además, publica electrónicamente los boletines "Buenos Días, Maestrazgo", "Correo Info-Ager" (diarios), "Cazarabet-Observatorio de las Iniciativas locales sobre el patrimonio de Aragón" y "Boletín Info-Ager".
- Por tanto, CIRCE y el Centro para el Desarrollo del Maestrazgo aunan el conocimiento de las materias objeto de difusión (ahorro de energía y medio rural), con una perspectiva profundamente transnacional, y una amplia experiencia en proyectos de sensibilización, formación y divulgación.

2.- Objeto del proyecto:

Organización de una red de información y animación sobre el ahorro y la eficiencia energética en las pequeñas empresas del medio rural, con especial incidencia en la región de Aragón, animada a través de las nuevas tecnologías de la comunicación, y con un seguimiento personalizado de los logros de la animación. El proyecto se desarrollará de forma paralela en otras regiones europeas (en Alemania, Holanda y Suecia, especialmente).

3.- Resultados del proyecto:

- a) Puesta en marcha efectiva de medidas de bajo o nulo coste para el ahorro de energía en empresas.
- b) Acciones piloto de ahorro en empresas.
- c) Realización de proyectos de fin de carrera vinculados a la cobertura de estas necesidades.
- d) Realización de anteproyectos de cogeneración a pequeña escala.
- e) Puesta en marcha de un Observatorio Permanente de la Energía en el medio rural aragonés, animado conjuntamente por el Carrefour de Aragón y CIRCE.

4.- Fases, acciones, tareas:

4.1.- Fase de información previa:

4.1.1.- Organización de revista, de página Web, exposición itinerante, edición de video, línea telefónica *hot-line* (recursos posibles).

4.1.2.- Organización de charlas y cursos a través de estructuras de intermediación (grupos Leader, ayuntamientos, mancomunidades...).

4.2.- Fase de aplicación personalizada:

4.2.1.- Selección de las empresas interesadas en aplicación concreta.

4.2.2.- Elaboración de la propuesta técnica.

4.2.3.- Ejecución técnica de la propuesta.

4.3.- Fase de seguimiento y difusión:

4.3.1.- Seguimiento de la eficiencia técnica.

4.3.2.- Difusión de resultados (revista, página Web, video).

4.4.- Encuentro transnacional final: evaluación de resultados y emisión de los mismos a la Comisión Europea.

4.5.- (con carácter paralelo): Observatorio Aragonés de la Energía en el Medio Rural.

4.5.1.- Diseño de la estructura.

4.5.2.- Envío de documentación a los interesados.

4.5.3.- Validación de resultados.

Presupuesto:

FASE	Coste aproximado
4.1.- Fase de información previa:	
4.1.1.- Organización de recursos posibles (M)	4500000
4.1.2.- Organización de charlas y cursos a través de estructuras de intermediación (*)	3000000
4.2.- Fase de aplicación personalizada:	
4.2.1.- Selección de las empresas interesadas en aplicación concreta. ©	400000
4.2.2.- Elaboración de la propuesta técnica.©	6000000
4.2.3.- Ejecución técnica de la propuesta.	
4.3.- Fase de seguimiento y difusión:	
4.3.1.- Seguimiento de la eficiencia técnica.©	4800000
4.3.2.- Difusión de resultados (revista, página Web, video). (M)	4500000
4.4.- Encuentro transnacional final (M)	3200000
4.5.- Observatorio Permanente	5000000
TOTAL	31.400.000

1.- PROPOSAL SUMMARY

Please include the aim, any novelty present, the continuity of the action, an approximation of the expected energy savings and an assesment of the replication and dissemination potential.

The aim of the project is to improve implementation of energy saving measures into SMEs. in rural areas, including farms, retailing, small factories & handicrafts. Until now, most of advance in energy saving and efficiency, or in implementing renewable energy, has taken place in bigger companies, mainly in urban areas; energy saving, as any other factor for competitiveness, is much more difficult to introduce in rural areas and firms; atomizing of enterprise tissue, lack of interface structures for transmitting innovation, lack of financing and lack of models of dissemination adapted to social and economic facts of rural SMEs. are the main reasons for that.

The projects tries to improve dissemination into a practical way joining three kinds of structures/partners: those devoted to rural development, those devoted to R+D on energy, and those devoted to rural information and animation, all of them having a strong background in working at EU level. This allows to put together the “technological” know-how, with the real facts of social and economic background of rural SMEs., and with the tools for efficient dissemination of the project at European level: Carrefour Network will be the main actor for this role.

Effectively, the project will make rural SMEs. in various European regions aware about the possibilities of implementing energy saving measures in a real way; it will support the practical technological change of these firms, and strongly disseminate the results by means of Carrefour Network at EU level, feeding the decision system of the Commission by means of experiences “on the ground”. Reversely, Carrefour Network will improve the amount and quality of information on energy savings managed by partners at local and regional level, so favouring quality of decisions and encouraging the changes for energy saving.

3.- PROPOSED WORK PROGRAMME:

Rural development is the main activity of Centro para el Desarrollo del Maestrazgo, a Mediterranean mountainous area in NE. Of Spain, region of Aragón, with 3.500.- Km2. and 13.000.- inhabitants. 210 companies have been supported by Leader Initiative, supposing about 19 Meuros of investment; these figures are very meaningful according to lack of population and strong isolation. Once the companies promoted, it is essential to improve their competitiveness: enterprise associations have been created, for promoting common marketing, labels, trade and so on; reducing costs of production, namely energy and raw materials, is the other side of competitiveness, that must be urgently promoted, according to their small size and competitive disadvantages.

Several steps have been already taken: three seminars on renewable energy and efficiency for SMEs., or a demostrative micro-hydroelectric powerplant, show the willingness of continuing on this way; these areas will be an essential

part of the proposal of Maestrazgo for Leader+; in addition, possible declaration of Maestrazgo as Natura-2000 area should improve the need of adapting enterprises of Maestrazgo into an environmentally sustainable way of work.

These issues are not exclusive in Maestrazgo: most of rural areas in Aragón have similar problems and opportunities; many other rural zones in the whole EU are also affected by analogue problems, so networking is essential for ensure right knowledge of problems and dissemination of solutions.

Both in Maestrazgo and in Aragón, dissemination projects on renewable energy and efficiency have been strongly promoted by CIRCE, institution backed by School of Industrial Engineering of University of Zaragoza, two electricity companies and the regional government. This institution works not only in diffusion (i.e., supported by ADAPT), but mainly in R+D on energy, having managed several projects funded by R+D EU Framework Programme.

Centro para el Desarrollo del Maestrazgo is the host-organisation of Carrefour de Aragón, that belongs to Carrefour Network, composed by 123 centres in all EU countries and supported by European Commission (D.G. Education & Culture). This network plays a very important role as link between the EU policies and the social and economic actors in rural areas. Particularly, Carrefour de Aragón:

- coordinates nowadays a project on environmental awareness (*“Removing Barriers: environment and employment in rural world”*), along with 15 Carrefour centres of 11 EU countries, funded by the Commission (D.G. Environment).
- has experience in former two projects on environmental awareness also managed by Carrefour Network.
- has been offering since 1994 interesting information for social & economic agents operating in rural world.
- is linked in a permanent way to databases on EU policies, so being able to elaborate and offer this information to those interested in that
- has diffused experiences on local development and new rural initiatives managed by its host-organisation.
- is strongly linked to formation on EU rural policies.

According to the experience of these partners, several barriers should be removed, in order to ensure energy saving measures are assumed by rural SMEs. These barriers are, very often, very similar to those related to other kinds of innovation; some of them are:

- Atomizing of enterprise tissue.
- Lack of interface structures for transmitting information, adapted to social and economic facts of rural SMEs.
- Lack of financing
- Scarce engagement in creating preventive economics, in place of corrective economics (based mainly in “end-of-pipe” measures).
- Lack of environmental awareness, so lack of social demand at local level.

- Lack of enough skilled human resources, that is, lack of training, as well as lack of technical & scientific knowledge, as a consequence of peripheral character of rural areas
- Strong links with other issues whose design is done outside the local level (taxes, electricity fees, competitiveness...).

These obstacles are very hard in rural areas but, at the same time, there is a strong link between energy policy (efficiency and renewable energies) and rural development policies: especially, within the framework of CAP changes, the each time more important role of farmers as “environmental keepers”, and the need of taking care of natural areas.

So, the aim of the project is to create a network of nodes for information and animation on energy saving and efficiency in rural SMEs., managed by rural development centres, technologically supported by R+D centres, fed by experiences and results from analogue processes in rural areas from other EU countries through the Carrefour Network, and at the same time, helped by this Network for disseminating results at regional level. Monitoring of dissemination in order to physic implementation of energy saving measures will be an essential part of the project.

Results of the project will be the following in Aragón: about 100 SMEs. will introduce energy saving measures; 5 pilot projects will be implemented; 5 pieces of study will be made (by students of Engineering as end-of-career project), and 5 small-scale co-generation projects will be designed. Results of all these projects will be disseminated at EU level by Carrefour Network through NICT.

For getting that, the following phases will be programmed:

- 1) Phase of previous awareness.
- 2) Phase of customized application.
- 3) Phase of monitoring and dissemination.
- 4) Final transnational meeting.

Phase of previous awareness.

The objective of this phase is to become small & medium entrepreneurs in rural areas of Maestrazgo and Aragón aware about the possibilities that many low-cost energy saving measures offer them for making their firms more competitive. Day-to-day contact shows how far many entrepreneurs are from being aware about these issues and, particularly, how difficult is to find right ways for engaging them in these matters (according to barriers showed above). First steps have been taken in this way (some workshops), but much many ones should be taken:

- Workshops and seminars for SMEs. in general in 15 places in Aragón. The places will be chosen among those rural areas that have showed strongest

activity on development along recent years, as well as those with more possibilities of effective implementation of real measures in firms.

- Workshops for architects, engineers, builders, in 15 places in Aragón; the main reason for these workshops is the big ability for transferring knowledge and experience by part of these professionals to these ones that are their customers. So, the added-value of these workshops is really important.
- Documentation will be delivered at the seminars, and will be showed also in Web page.

Target groups will be got by means of interface structures, getting profit, on one hand, from networked Local Action Groups linked to Leader Initiative and, on the other hand, from local partners that have worked with CIRCE in its activities of dissemination. Obviously, experiences carried out in the EU and transferred through Carrefour Network will be an essential part of *vademecum* explained to entrepreneurs.

At the end of this phase, about 100 companies and entrepreneurs will be aware about the technical and not-technical possibilities for saving energy; it is expected most of them will apply them by their own.

For this phase, resources will be got from *Instituto Aragonés de Fomento* (Regional Development Agency), and from *Eléctricas Reunidas de Zaragoza* (the main electricity company in Aragón).

Phase of customized application.

Once awareness completed, customized application could start: in those cases where technical application could require most specific attention, technical services by CIRCE (mainly by students ending Engineering) will be offered, in order to give complete technical and financial studies and proposals; so, a link will be created between rural entrepreneurs and University, contributing to strength abilities for rural development.

This implementation could be encouraged by means of knowledge on similar projects made at EU level, particularly in rural areas from other countries; at the same time, customized application will be offer sources for *day-to-day*, easily transferable and practical knowledge for Carrefours, so it will strength the link between EU policies and their practical application in rural areas.

The schedule is as following:

- At the seminars held before, questionnaires will be delivered but, mainly, personal contact will be taken with firms interested in this kind of development;
- Then, first steps on calculating cost-effectiveness of the investment;
- from this estimation, most of companies will be discarded;
- At the end, it is expected just about 5-10 companies will continue with investment.

- It is intended to improve particularly applications of Combined Heat & Power (CHP) at very small-scale¹.

Phase of monitoring and dissemination.

Once installations completed and working (not only the most complex ones, but also those where simplest measures have been undertaken), monitoring will be made for all of them, in order to calculate figures available for every stakeholders, both at local, regional and EU level.

This dissemination will be got by the following ways:

- Web page with the main results.
- Small guidebook for being delivered among entrepreneurs attending workshops.
- Video (3') for being delivered on several TV local stations.
- Videoconferences with partners in other parts of the region and with other European regions.
- Very short brochures for massive delivery among associations of entrepreneurs.

Particular attention will be paid to those professional with bigger ability to transfer energy saving measures into the remaining economic processes; so, a final workshop with architects, engineers, designers and builders will be held, in order to ensure biggest transferability of experiences in a practical way.

At the end of this phase, it is ensured that every entrepreneurs having attended seminars before will be aware about real applications of energy saving measures, and most of them will have applied them; however, all of them will be aware also about small-scale CHP applications.

Final transnational meeting.

It is important not just to keep contact among Carrefours and other partners by e-mail or videoconference, but also by direct contact; that is why a transnational meeting will be held in Molinos (Teruel), where headquarters of Centro para el Desarrollo del Maestrazgo is situated; strong participation of stake-holders from regional governments, Carrefour Network, European Commission, Universities, is expected, so trying to become this meeting a real chance for improving energy efficiency of rural areas in Europe. According to past experiences managed by Centro para el Desarrollo del Maestrazgo at regional and EU level, about 50 (fifty) stake-holders at regional level and about 30 (thirty) from about 12 EU countries could attend the meeting. Following sessions by videoconference will allow to multiply transferability. Attention paid by mass-media will ensure real long-term effects.

¹ In fact, some technical documents for application at specific SMEs. have already been delivered jointly by partners in Maestrazgo.

Observatory on Energy in Rural Aragón

It is intended not to consider this proposal as a one-year piece of work. Reversely, it is necessary to continue the work on a long-time basis; that is why an Observatory has been planned: this observatory, managed by one person, working part-time for CIRCE and for Carrefour de Aragón, could manage and diffuse information about experiences on energy savings and renewable energies on SMEs. in rural areas; the destination of this information would be: entrepreneurs, associations, local authorities, *Leader* Local Action Groups, local development agents, and so on; these would be also “feeders” of the Observatory; Carrefour Network will play the same role. This structure could keep for a year, on a basis of co-financing by SAVE as a pilot project; afterwards, it could consider its self-financing by other means (information tasks, fees, organisation of courses, submission of proposals, and so on...).

<i>4.1.- Phase of previous awareness:</i>	<i>Pta.</i>
4.1.1.- Organisation of information facilities (M)	4.500.000
4.1.2.- Organisation of workshops with interface structures (*)	3.000.000
4.2.- Phase of customized application.	
4.2.1.- Selecting companies interested in specific application ©	400.000
4.2.2.- Elaborating technical proposal	6.000.000
4.2.3.- Executing technical proposal	
<i>4.3.- Phase of monitoring and dissemination</i>	
4.3.1.- Monitoring technical efficiency	4.800.000
4.3.2.- Dissemination of results (M)	4.500.000
4.4.- Transnational final meeting (M)	3.200.000
4.5.- Observatory	5000000
TOTAL	31.400.000

4.- EXPECTED IMPACT:

The project will play a central role in order to become rural SMEs. aware about energy saving and, particularly, it will encourage them for applying effectively these measures. Considering about 200 companies attending workshops in each region, it supposes 800 SMEs. becoming aware.

According to our data, average strength installed in SMEs. is about 40 Kw., so 32.000.- Kw. is total strength installed in the whole of implied SMEs. It is tested that about 15% of energy could be saved by applying several simple measures of saving energy, so about 9.984.000 Kwh. could be saved. Taking into account that 1.- Tep. (Equivalent Tone of Petroleum) = 11.622.- Kwh., implementing these measures could avoid to burn:

Tm. of petroleum	859.060403
Tm. of coal	438.89396
Tm. of lignite	149.390604
M3. Of natural gas	773.154362

Taking into account that life period is about 10 (ten) years, final results of saving could be:

Tm. of petroleum	8590.60403
Tm. of coal	4388.9396
Tm. of lignite	1493.90604
M3. Of natural gas	7731.54362

Taking into account 1.- Tep = 7,57.- barrils and 1.- barril= 33.45.- euro, saving along one year could be: 2.175.282.- euros.

Obviously, there are not spectacular figures, but they have to do with real situation of most of SMEs. in rural Europe; so, the added-value and transferibility of the project is really big; considering the whole of the project is about 600.000.- euros and SAVE finances 240.000.- euros, the ratio cost/benefit is clear.

Concerning to cost of the actions induced by the project, it is estimated as following: installation of one small CHP system in a ham-drying factory or similar factory is about 85.000.- euro; it is estimated about 15 small systems like this could be installed in the participating regions, induced by the project; this supposes about 1.275.000.- euros of investment. In addition, low-cost systems for saving energy (about 600.- euros/company) could be installed with no problem in about 20% of the 800 enterprises concerned by the project; so about 96.000.- euros will be invested through this highly disseminating way.

On a long-term basis, the project aims to contribute to change rural SMEs. on a sustainable basis. It is assumed that rural areas must change and diversify their traditional economic activities, in order to keep environment and to improve life-quality; so, energy saving is an essential tool for keeping rural enterprises closer to environmental care, and for becoming them more competitive, not only by really cutting their production costs, but also by marketing rightly this kind of production.

Hence, the project tries to link three fundamental aims of EU policies: environmental improvement, energy saving and rural development; in fact, the project gets benefits from experience of partnership in many programmes and projects linked to these policies: this is a warranty of success.

At the same time, this project contributes to test ways of innovation; introducing energy saving measures is, in fact, a kind of innovation. It is said that innovation is key for competitiveness but, at the same time, problems for getting "innovation culture" in SMEs. (especially in rural areas) are recognized. So, it is important to reinforce new ways and structures for promoting this innovation culture.

5.- INDICATORS OF SUCCESS AND WAYS OF MEASURING

Success of the project will be measured according to the following indicators:

INDICATOR	MINIMUM NUMBER FOR SUCCESS
Number of SMEs. attending the workshops.	400
Number of entrepreneur associations attending the workshops.	120
Percentage of companies interested in implementing measures.	30
Number of studies done.	40
Number of CHP fore-projects undertaken.	15

Dissemination programme will be measured according to the following indicators:

Number of items explained on press	600
Number of items explained on Web pages.	480
Number of e-mail addresses receiving bulletins from Observatory.	1200

Quality of trans-national co-operation will be measured by the following indicators:

Number of items coming from other Carrefours	50%
Number of items explained on Web pages.	50%
Number of e-mail addresses receiving bulletins from Observatory.	50%
Number of people attending transnational meeting	40

These indicators are equally useful for the Commission, as they are objective parametres.

6.- Describe the capacity of proposers to implement the action, and to apply and disseminate the results:

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- is strongly linked to formation on EU rural policies.

CIRCE has also managed many projects for disseminating renewable energies and energy saving. JAMES H. POTTER; ADAPT-PYMENERGY...

CAPACIDAD DEL RESTO DE LOS SOCIOS

Lista de actividades:

- 1) Reunión inicial de coordinación de socios.
 - 2) Puesta en marcha del Observatorio.
 - 3) Organización de charlas informativas.
 - 4) Selección de empresas interesadas.
 - 5) Elaboración de estudios en empresas interesadas y seleccionadas.
 - 6) Publicidad y diseminación de resultados.
 - 7) Encuentro transnacional.
-
- 1) Co-ordination initial meeting for partners:
 - Delivery of preliminary information.
 - Two video-conferences.
 - Flight+Accommodation for four people = 100.000.- Pta./persona. X 4 socios = 400.000.- pta = 2.400.- euros.
 - Logistics & current expenses = 470.- euros.
 - 2) Implementing Observatory:
 - Selecting one people (mixed profile: documentalist+engineer).
 - Training for him/her: one month/man: 2/3 for Carrefour and 1/3 for CIRCE = 4.- millones pta./12 = 2.100.- euro.
 - 10 months/man = 20.035.- euros. (13.357.- for Carrefour y 6.678 for Circe).
 - Overheads (phone, documentation...) = 4.800.- euros (1600 for Circe and 3200.- for Carrefour).
 - One multiconference per month.
 - 3) Organizing workshops and courses:
 - Staff for organisation: 1.800.- euros/curso.
 - Organisation overheads (brochures & leaflets, rents of rooms, ...): 1.000.- euros/curso.
 - Payment for speakers: 500.- euros/curso.
 - Total curso: 3.300.- euro. x 10 cursos = 33.000.- euros.
 - Design of a logo: 50.000.- Pta. = 300.- euros.
 - Videoconference for long-distance following (two places more in three occasions).
 - 4) Selecting interested companies:
 - 10 companies per workshop x 10.000.- pta./company x 10 charlas = 1.000.000.- pta. = 6.000.- euros:
 - 5.200.- euros in staff costs.
 - 1.800.- euros in overheads.
 - 5) Individual studies for companies: 3.600.- euros x 5 estudios = 18.000.- euros. (external assistance).
 - 6) Real implementation of measures: 15.000.000.- x 6 companies = 540.000.- euro + 24.000.- euro = 564.000.- euro // paid 100% out of SAVE.
 - 8) Dissemination:

- Creation and animation of Web page = 100.000.- Pta.
- Press items.
- Editing CD-ROM (1.000.- copies) = 2.000.000.- Pta.
- Editing a brief guidebook for diffusion through press. = 800.000.- Pta.
- Delivery to Carrefour Network (123 centros).
- One full-time staff for a year= 4.000.000.- pta = 24.000.- euros.
- 500.000.- pta. for advertisements: 3.000.- euros.

7) Final conference:

- Accommodation, meals, 40 personas = 2.300.000.- ptas. = 13.800.- euros.
- Travel expenses: 2.000.000.- Pta. (for 20.- people).