

The Smart Community Management Manual

Chapter 37 - 2.9c) Business Energy Management



Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com. This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?



Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.



Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. Health, Recreation & Quality of Life



2. Environment & Sustainability



3. Business & Employment



4. Infrastructure, Planning & Governance



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

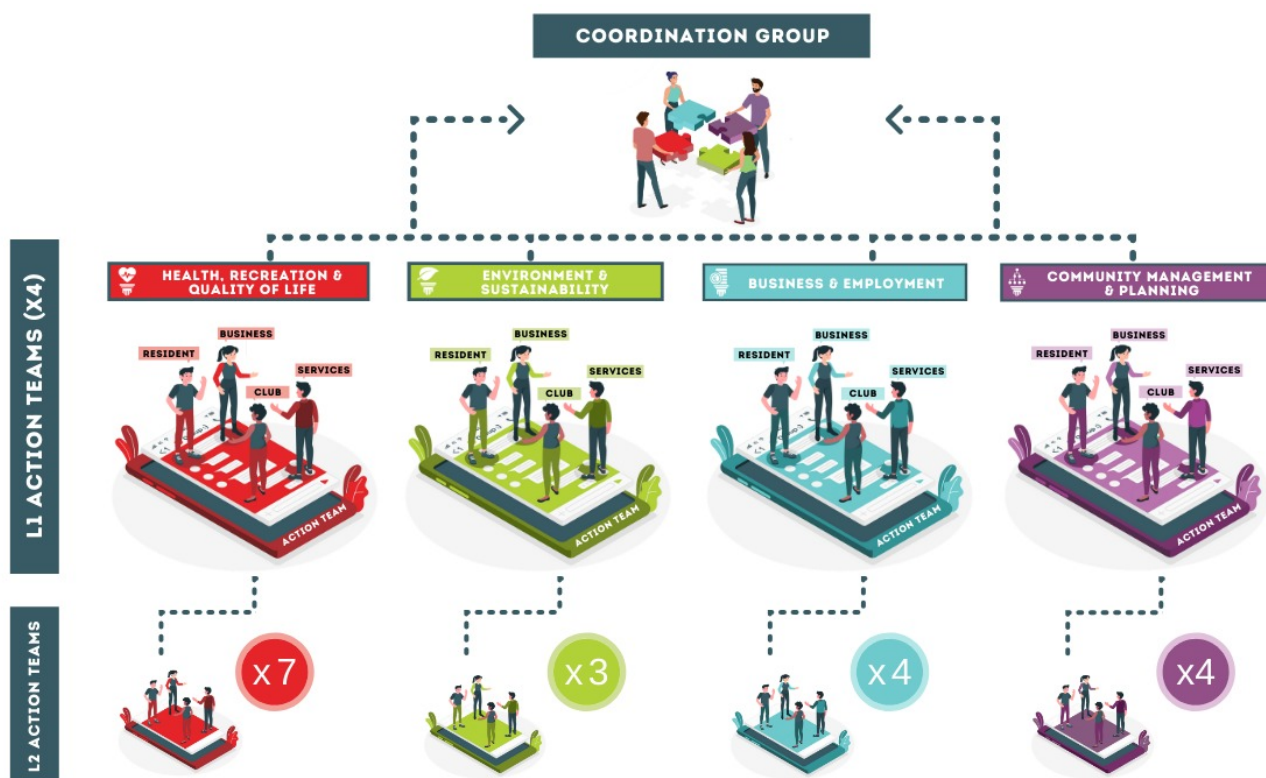
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.




Actions

- Manage a register of local assets
- Survey local opinions/ideas
- Recruit & engage local action team



Outcomes







- Top down understanding of local stakeholders
- Bottom up understanding stakeholder perspectives
- Expand team, increase ambitions, plan succession

	Title	Type	#	Comment
	Wind Farm (S851)	Business		
	SEAI Community Committee (S202)	Club / Group		
	Business Owner (S834)	Individual		

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.






	Title	#	Comments
	Air Quality Station (Local) (A823)		
	Garage (A98)		
	Green Roofs (A784)		
	Group heating Schemes (A105)		
	Marine Renewable Energy (A876)		
	Solar Panels (A214)		

Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.



Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
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	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G110)	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.	<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G111)	Implement programs to improve energy efficiency in business across the community.	<input type="checkbox"/>	
	Preserve, Support & Develop - (G112)	Implement programs to improve energy efficiency in business across the community.	<input type="checkbox"/>	

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- a Continual cycle of new idea generation & team building
- b Teams learn from experience & pass on best practise to others
- c Agree, realistic actions plans to better coordinate



Goal: Team Building, Management & Metrics - (G110)

Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.

Related Project Ideas	Rate	Comments
Collaboration Between Businesses & Energy Sectors (P256): Local hardware stores, plumbers, electricians, boiler service professionals and a wide range of business in a community have direct involvement in the local energy industry. Organise a simple business showcase where local business, local people and local providers to the energy industry can meet and organise energy projects.		
Energy Audit of Public Buildings (P447): An audit of how public buildings such as the church and community centre can be made more energy efficient. (Case Study: 178) Heatpumps Generate Savings for Community Swimming Pool		
Renewable Energy Investment (P535): Investments in renewable energy helped a pig farm to maintain and increase its competitiveness. (Case Study: 325) Environment and Economics		

Micro District Heating System (P610):

A farm used RDP support to set up a micro district heating system to produce heating from wood biomass and at the same time expand its leisure and tourism facilities.

[\(Case Study: 402\)](#) Diversifying a farm into tourism and heating production using biomass from wood



Goal: Awareness, Understanding & Skills - (G111)

Implement programs to improve energy efficiency in business across the community.

Related Project Ideas	Rate	Comments
Business Energy Efficiency Awareness (P254): Promote energy efficiency practices among local business and identify opportunities for group training in specific areas of energy efficiency for business.		
Business and Green Technology (P454): An initiative to provide information and training on how to help businesses to use green and renewable energies. This would involve the local community cooperating with a relevant national or local agency. (Case Study: 185) Border LEADER Groups Dare to Grow!		
Environmental Training Centre (P603): An innovative environmental training centre was established in Murcia, demonstrating the potentials of renewable energy based on diversified rural tourism. (Case Study: 390) VIRERE – Promoting renewable energy through diversified rural tourism		
Micro District Heating System (P610): A farm used RDP support to set up a micro district heating system to produce heating from wood biomass and at the same time expand its leisure and tourism facilities. (Case Study: 402) Diversifying a farm into tourism and heating production using biomass from wood		



Goal: Preserve, Support & Develop - (G112)

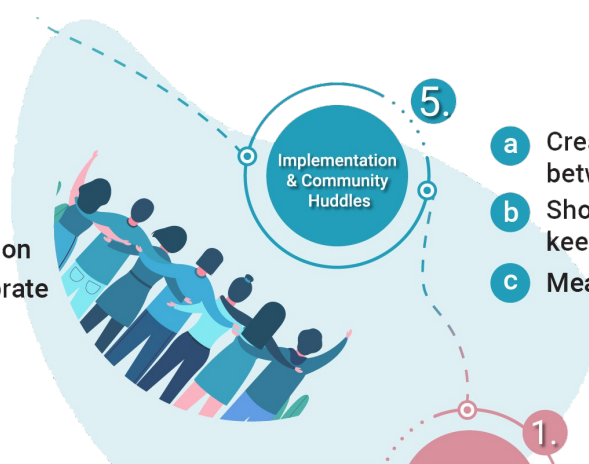
Implement programs to improve energy efficiency in business across

Related Project Ideas	Rate	Comments
Business Energy Audit Program (P248): Develop a simple plan or programme which will allow business owners to conduct a basic energy assessment of their business and encourage them to share the results. Business accounts for the considerable portion of energy use in any community. Greater efficiency is also a benefit to the business bottom line. Initiate a group business energy audit program where local business can avail of group discounts and work together as a group to understand and address their energy efficiency		
Business Energy Efficiency Upgrades (P255): Develop a project for group energy upgrades to business across the area. Leverage the group purchase power and grant support to help promote the initiative		
Equipment for Renewable Energy (P593): A micro-enterprise received EAFRD support to purchase the equipment for producing renewable energy and achieve significantly reduced operational costs and level of energy autonomy. (Case Study: 370) Producing electricity from Renewable sources		
Energy Efficiency Upgrades (P598): A local action group promoted energy efficiency upgrades in the towns of its area and in order to identify good practice examples it cooperated with partner local action groups in Scotland. (Case Study: 381) Improving energy efficiency of communal buildings in a LAG area		
Micro District Heating System (P610): A farm used RDP support to set up a micro district heating system to produce heating from wood biomass and at the same time expand its leisure and tourism facilities. (Case Study: 402) Diversifying a farm into tourism and heating production using biomass from wood		
Solar Energy (P624): An innovative interterritorial cooperation project brought together Local Action Groups and other social partners to demonstrate and promote the use of solar energy by local communities. (Case Study: 383) Promoting the use of solar energy in local communities		
Endogenous Renewable Energy (P637): Promote the use of endogenous renewable energy and management plans contributing to climate change mitigation and adaption.		

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.

- a Organise an annual public "Community Huddle",
- b Team agree huddle plans, coordination and implementation
- c Present individual plan & celebrate



- a Creates meaningful engagement between local Teams
- b Short, actionable recurring meeting keep teams on track
- c Measures success/progress