

IEE NATIONAL INFO DAYS – CHECK LIST 2011

National Info Days offer face to face opportunities for potential applicants for IEE funding to meet with their National Contact Points (NCP), National officials and/or the EACI and to learn how to put together eligible projects, prepare high-quality proposals, obtain national funding, and search for suitable project partners.

- **If you are not an IEE National Contact Point** but are interested in organising a national info day: contact the NCP in your country, inform them of your plans and co-ordinate with their info day planning (http://ec.europa.eu/energy/intelligent/contact/national_en.htm).
- **Organise IEE Info Days together with other organisations** from relevant market sectors, in order to attract new participants, who have not been involved in the IEE programme before. *Tip: contact multipliers like Enterprise Europe Network partners (<http://ec.europa.eu/enterprise-europe-network>), energy agencies (<http://www.managenergy.net/energyagencies.html>), chambers of commerce, media or Ministries.*
- **Organise IEE Info days / sessions together with other high visibility events**, involving relevant market actors. Share the promotional efforts, and increase the chances of attracting new players to participate in the IEE programme.
- **If you are based in a large country**, you could offer busy potential applicants a choice of locations near to their place of work, as well as a choice of dates, by organising a series of regional Info days.
- **Plan for a full day of activities:**
 - If a speaker from the EACI has agreed to participate at your event, foresee about 1 ½ hours speaking time for him/her. Typically, EACI presentations are split into two parts of about 45 minutes, one on the call priorities and a second on the application procedures. After lunch, the EACI speaker could be scheduled to meet with those participants, who are planning to prepare a proposal, either in small groups or on a 1:1 basis.
 - Arrange with registered participants in advance if they wish to meet the EACI speaker to discuss the suitability of their proposals, and prepare in collaboration with the speaker a schedule for these meetings. In order to ensure fair and equal treatment of all proposers, please inform participants in advance that the EACI will not provide them with detailed suggestions or specific advice on how to improve a particular proposal. The EACI can only give them general guidance and tell them whether their idea would fit with the Call's priorities. Bilateral meetings between the EACI and potential applicants should therefore be limited to 15-20 minutes.
 - Invite national authorities (Ministry/National programme management organisation) to present links with national programmes, and the national support available.
 - Invite co-ordinators or partners of existing IEE projects to make presentations on their experiences and give advice to new proposers
 - Videos on IEE projects help to bring the programme alive. You can see the available videos and request DVDs on (http://ec.europa.eu/energy/intelligent/library/videos_en.htm).
- **If no EACI speaker is available to speak at your event** please contact the National Contact Point in your country (http://ec.europa.eu/energy/intelligent/contact/national_en.htm) and ask them to give a presentation. Alternatively, feel free to use the information available on the

IEE website as a basis for presentations.– in particular the slides from the IEE European Info Day (http://ec.europa.eu/energy/intelligent/events/infodays_en.htm).

- **Would you like to distribute IEE publications at your info day?** If yes, please contact Cindy Carolle (cindy.carolle@ec.europa.eu) in advance, tell her what you would like to order and provide her with a complete address for the delivery. A complete list of our materials is available on http://ec.europa.eu/energy/intelligent/library/index_en.htm.
- **Target your invitations** on organisations which have an active role in the market, and create a comprehensive mailing list for your invitations and announcements
Tip: include multipliers and ask them to inform their members, e.g. industry associations, local authority associations, energy agencies, NGOs, chambers of commerce, media.
- **Publish an early announcement, set up an info day webpage, and inform the EACI** so that your info day can be announced in the IEE e-mail alerts and on the IEE website http://ec.europa.eu/energy/intelligent/events/ninfodays_en.htm.
- **Encourage participants to study the Call documents** on the IEE web site before coming to the Info day in order to speed up the formal sessions and leave more time for 1:1 meetings with the EACI speaker (http://ec.europa.eu/energy/intelligent/index_en.html).
- **After the event**, please respond to an on-line survey which we will organise to obtain your feedback and help us evaluate all national info days organised in 2011. We will contact you with more details later this year.



Thank you for your support of the IEE programme!