

## EIT InnoEnergy to endorse sustainable local communities with Renault

EIT InnoEnergy will provide a method of assessment for FeliCiudad, Renault's sustainable community initiative

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FeliCiudad, a project that is transforming the lives of citizens through neighbourhood initiatives, will benefit from formal endorsement thanks to a partnership signed between Renault and EIT InnoEnergy, the European innovation engine for sustainable energy supported by the European Institute of Innovation and Technology.

The endorsement scheme will assess initiatives supported through FeliCiudad, a platform which seeks to help make neighbourhoods, cities and towns become more sustainable, and happier places to live.

EIT InnoEnergy will design, implement and manage the endorsement process which will assess projects against their contribution to sustainable mobility, energy and buildings, neighbourhood habitability and social cohesion.

The endorsement will include a specific logo to be used publicly by the award-winning neighbourhoods. The scheme will be piloted in five neighbourhoods initially, before being rolled out across Spain.

The concept has been likened to the iconic Blue Flag scheme which has helped thousands of communities connect with and protect the biodiversity of their coastlines. The endorsement will help celebrate and draw visitors to those communities seeking to live more sustainable lifestyles.

Jesus Presa, Director of Communication at Renault Iberia said: "We are delighted to collaborate with EIT InnoEnergy, partner, independent leader in sustainable energy innovation in Europe, solid, reliable and internationally renowned, to develop this pioneering idea in our country, within the great project FeliCiudad."

Mikel Lasa, CEO of EIT InnoEnergy Iberia said: "Collaborating in such an ambitious project with Renault, a leading company worldwide, gives us the opportunity to expand our mission of sustainability throughout society and thus contribute to a better quality of life of the citizen."

The platform, which was launched earlier this year on World Happiness Day, already has more than 35 initiatives registered from across Spain including Madrid, Catalonia, the Basque Country, Galicia and the Valencian community of Aragon. Projects include a social garden, established to bring generations

together to share experiences and teachings and combat loneliness, and the bike co-operative Biciclot which refurbishes old bikes while also teaching young people and adults about bike maintenance and repair.

The partnership will also see EIT InnoEnergy develop a Citizen Initiatives Program which will include an element of reward for the most impactful initiatives.

**ENDS**

## Notes to editor

As part of the Renault Group's contribution to creating sustainable mobility for all, the FeliCiudad Project aims to improve the quality of life of city neighbourhoods based on citizen initiatives.

The four pillars of the endorsement focus on sustainable mobility, building, public spaces and habitability and social cohesion.

- With regard to sustainable mobility, the use of low-emission means of transport, public transport or shared transport will be evaluated and will mainly contribute to improving efficiency, quality of service and, of course, improving air quality at the local level and reduce CO2 emissions globally.
- In the building section, aspects such as energy efficiency, local generation of electricity and heat / cold through renewable energy, etc. will be considered.
- For the evaluation of public spaces and habitability, the space available for pedestrians, green and leisure areas and their biodiversity, local production of resources, waste management, air quality, noise levels, will be assessed. etc.
- Lastly, in the area of social cohesion, the aim will be to evaluate aspects such as the diversity of the population, inequality, provision of equipment, etc.

## About EIT InnoEnergy

EIT InnoEnergy is the innovation engine for sustainable energy across Europe.

We support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners, we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.

- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

*EIT InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology (EIT).*

## About the Renault Group

Manufacturer of automobiles since 1898, the Renault Group is an international group present in 134 countries, which sold almost 3.9 million vehicles in 2018. Today, it has more than 180,000 employees, 36 manufacturing plants and 12,700 points of sale in the world.

To face the main technological challenges of the future and follow its strategy of profitable growth, the group trusts in its international expansion and is based on the complementarity of its five brands (Renault, Dacia, Renault Samsung Motors, Alpine and LADA), the electric vehicle and its unique alliance with Nissan and Mitsubishi Motors. With a 100% Renault team committed since 2016 to the Formula 1 World Championship, the brand participates in motor sport, a true vector of innovation and notoriety of the brand.

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