

GENERATING THE SUSTAINABLE MARKET OF ALTERNATIVE ENERGY IN ORDER TO PROTECT AND PRESERVE THE ENVIRONMENT

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ABSTRACT: THIS PAPER DESCRIBES AN PROJECT THAT PROPOSES THE INITIATION AND DEVELOPMENT OF A SPECIFIC MARKET, THE ALTERNATIVE ENERGY MARKET, TO PROTECT AND PRESERVE THE ENVIRONMENT. THE PROJECT PROPOSES CREATING THE OPPORTUNITIES TO VALUATE SOME LOCAL WORTHY RESOURCES, PRACTICALLY NOT USED IN ECONOMIC FIELD, THE ALTERNATIVE ENERGY SOURCES – FROM GORJ COUNTY (ROMANIA COUNTRY).

BY THE MODEL CREATED FOR THE GENERATION OF A ALTERNATIVE ENERGY MARKET, EASY TO ADAPT FOR THE WHOLE ENERGY SECTOR, THE BENEFICIARIES OF THE RESULTS OF THE PROJECT WILL BE FROM THE ENERGY SECTOR, BUT ALSO FROM THE WHOLE BUSINESS ENVIRONMENT, WHICH WILL COVER A LONG TIME HORIZON; THE RESULTS OF THE PROJECT HAVE THE QUALITY TO GENERATE THE MULTIPLICATION EFFECT CHAIN, HAVING A BENEFICIAL ECONOMIC CONTRIBUTION FOR THE WHOLE GORJ COUNTY.

THE SPECIFIC OBJECTIVES OF THE PROJECT ARE:

1. CONCEIVING THE METHODOLOGY OF PARTICIPATIVE RESEARCH-ACTION ADEQUATE TO THE SPECIFIC OF THE RESEARCH IN ALTERNATIVE ENERGIES AND FRAMING THE CONCEPT FRAMEWORK OF STRATEGIC OPTIONS
2. CONCEPTUALIZE THE ARCHITECTURE OF CO-OPERATION PLATFORM AND THE NECESSARY TOOLS FOR THE ACHIEVEMENT OF THE CREATIVE GERMINAL STAGES
3. OBTAINING IN THE FINAL FORM THE SET OF STRATEGIC OPTIONS AND CONCEIVING THE INNOVATIVE PATTERN OF GENERATING THE MARKET FOR ALTERNATIVE ENERGIES.

THE THREE OBJECTIVES ARE PART OF THE OVERALL OBJECTIVE OF THE PROJECT.

THE PROCESS WILL GENERATE MULTIPLICATIVE POSITIVE EFFECTS, DIRECT AND INDIRECT AS WELL AS IMPACT, AT THE 2 LEVELS, MICRO AN MEZZO, BUT ALSO ON DIFFERENT TIME SCALE (MEDIUM AND LONG TERM ESPECIALLY). THE TECHNICAL IMPLEMENTATION OF THE PROJECT WILL BE DONE IN 3 PERIODS (THEORETICAL METHODOLOGICAL, PARTICIPATIVE ACTION RESEARCH: THE GERMINAL-CREATIVE CYCLE AND THE GENERATIVE-INNOVATIVE CYCLE) DURING 12 MONTHS.

THE PROJECT IS CHARACTERIZED BY UNIQUENESS (BY DESIGNING FOR THE FIRST TIME AN INNOVATIVE AND APPROPRIATE STRATEGIC MODEL TO THE ENTREPRENEURIAL DEVELOPMENT THROUGH COLLABORATIVE PUBLIC PRIVATE MECHANISMS OF THE ALTERNATIVE ENERGY), COHERENCE (BY THE CONCEPTION OF ITS PROJECTION AND CONSTRUCTION AND BY A LOGICAL FLUIDITY OF THE STAGES DESCRIPTION: MISSION-OBJECTIVES-ACTIVITIES ETC.), FLEXIBILITY IN ADAPTING (THE PROJECT IS REALIZED IN AN EASILY APPLICABLE MODEL IN BUSINESS AND

ENVIRONMENT IN THE COUNTRIES PARTICIPATING IN THE PROJECT AND ALSO IN THE EUROPEAN UNION.

KEY WORDS: PROJECT, MARKET, ALTERNATIVE ENERGIES, STRATEGIC OPTIONS, THE INNOVATIVE PATTERN.

Introduction

The project proposes creating the opportunities to valuate some local worthy resources, practically not used in economic field, the alternative energy sources – from Gorj county (Romania), starting from a research referring to the conceiving of a generic platform, as an enabling support for the initiation and development of a specific market, the alternative energy market. So, the alternative energy exchange become a dynamic and efficient vector for implementing into practice the results of the research aiming for transforming the local activity into a long term viable economy. The project aims to contribute to the generation and development of the alternative energy market from the Gorj county with the support of a generic platform, a managerial economic collaborative system to allow and facilitate the cooperation between all the stakeholders interested into the development of the alternative energy in Gorj county and according to the objectives of the EU for a sustainable knowledge based development, for job creation and competitiveness. This platform is meant to catalyse the shaping of an effective private public collaboration, bringing under the same vision for development the key stakeholders in order to define the medium and long term knowledge priorities and to develop the alternative energy market in Gorj county. The design of the platform means conceiving (1) the whole conceptual architecture of the system and (2) the corresponding set of instruments, the enabling toolkit as a supporting system for collaborative network learning. The resulting infrastructure may function especially using the new information and communication technologies of the collaborative network working on the internet. In fact, the platform will constitute a technical infrastructure, seed for a delocalized Centre of alternative energy exchange. By the very essence of the project, in order to create the conditions for generating the alternative energy market for the most dynamic form, the alternative energy in Gorj county, a viable and sustainable approach will be founded, which will constitute an efficient and ahead of time model for the economic development. By the model created for the generation of an alternative energy market, easy to adapt for the whole energy sector, the beneficiaries of the results of the project will be from the energy sector, but also from the whole business environment, which will cover a long time horizon; the results of the project have the quality to generate the multiplication effect chain, having a beneficial economic contribution for the whole Gorj county. By the shared vision and by the assumed approach and by a normal implementation, the project will significantly contribute to the initiation and the catalysing of a new market, the alternative energy market from Gorj county. So the process will generate multiplicative positive effects, direct and indirect as well as impact, at the 2 levels, micro an mezzo [1], but also on different time scale (medium and long term especially).

The technical implementation

The technical implementation of the project will be done in 3 periods (theoretical methodological, participative action research: the germinal-creative cycle and the generative-innovative cycle) during 12 months. The results obtained by implementing this project are: scientific studies, publishing of scientific papers into prestigious revues, elaboration of a

guide for generating the alternative energy market, conceiving of an adequate strategic model for entrepreneurial development through private-public collaborative mechanisms of the alternative energy in Gorj county, realisation of the collaborative generic platform.

The specific objectives of the project are:

1. Conceiving the methodology of participative research-action adequate to the specific of the research in alternative energies and framing the concept framework of strategic options
2. Conceptualize the architecture of co-operation platform and the necessary tools for the achievement of the creative germinal stages
3. Obtaining in the final form the set of strategic options and conceiving the innovative pattern of generating the market for alternative energies.

The three objectives are part of the overall objective of the project. Conceiving and achievement of a generic platform allowing, supporting and increasing the generating and then development of a market of alternative energy in Gorj County in the conditions of developing a sustainable society based on knowledge.

The three specific objectives and the general objective covers the entire theme of the project and meet the requirements stipulated in the priority research domains and the strategic directions of EU concerning the environmental protection and the alternative energy in the context of the sustainable development.

Referring to the first specific objective, adopting a managerial platform to integrate and enhance the environment quality assets are needed, and to simulate the environmental protection activities in the terms of a sustainable development.

The specific objective with the largest share of the project (objective number 3), around which the entire research activity gravitates, is on the development and implementation of an appropriate strategic model to the entrepreneurial development through collaborative public private mechanisms of the alternative energy.

The advantages of conducting this project are found in the environment and the local community having a positive impact on the sustainable and lasting development throughout the region.

The project is characterized by uniqueness (by designing for the first time an innovative and appropriate strategic model to the entrepreneurial development through collaborative public private mechanisms of the alternative energy), coherence (by the conception of its projection and construction and by a logical fluidity of the stages description: mission-objectives-activities etc.), flexibility in adapting (the project is realized in an easily applicable model in business and environment in the countries participating in the project and also in the European Union).

The collaboration in EU is based on a common theme of great interest for the UE countries, because the need of environmental protection by giving an impetus to the production of alternative energy and diminishing the utilizing of fossil energy that generate pollution and global warming. It is a European and international priority, as provided in all the European strategic documents, which see in the sustainable development a unique opportunity of development for future generations.

The items of common interest existing between the countries is reflected in the following:

- the reciprocal transfer of good practices;

- the similarity of alternative energy sources;
- the materialization of work carried out in research studies;
- the creation of a quality mark with viability in UE countries;
- the creation of a common platform of research and studies and articles;
- the creation of a research team competitive for applied research in alternative energy and environment and the realization of a innovative and appropriate strategic model to the entrepreneurial development through collaborative public private mechanisms of the alternative energy, with possibility of implementation in UE space;
- promoting the protection, preserving and improvement of the environment and life quality.

Theoretical and methodological, the project starts from the recent practical and theoretical developments from the domains of the *experience economy* [2] and the *attention economy* [3], using the methodology participatory action-research within the paradigm of complexity [4] - [5].

Given the complexity between the environment and alternative energy is promoted through this project a sustainable development.

Beginning with the Conference "Environment and Development", which took place at Rio de Janeiro in 1992, the world states began to model the politics of social and economic development in relation with the concept of a sustainable development. "Agenda 21" [6] was conceived as an action plan for the 21st century, in order to ensure a real equilibrium between the development rhythm of human activities and the environment protection.

The technical implementation of the project will be realized on three stages (theoretical-methodological, participative research activity. The germinal innovative cycle use specialized human resources in the analysis domain and in those related to it, relying on an interdisciplinary approach.

The results obtained by developing this project are: the elaboration of scientific studies, the publication of scientific papers in prestigious, the elaboration of a guide of good practices in environment and alternative energy, the conception of an innovative and appropriate strategic model to the entrepreneurial development through collaborative public private mechanisms of the alternative energy. Applying the results of the project researches will lead to the creation of efficient capitalization conditions, on managerial principles, in the Gorj county, of the great alternative energy potential.

In order to create a synopsis on conceiving and unfolding the project the following table is presented:

Stages	Specific Objectives	Activities	Period (in consecutive months)	Results
Theoretic-methodological	The creation of the methodology of participative research activity adequate to the specific of the research in energy	A1.Complex documentation concerning the phenomena of generating the market of alternative energies	1-3	An integrated theoretic study and a database
		A.2. Conception, methodology, research participative action, specific for the market of generating alternative energies	3-4	An action-research study
		I.A.3. Complex Information concerning the generating the market of alternative energies through a documentation visit	5	Documentation study.
Participative research activity Germinal creative cycle	B. Conceptualize the architecture of co-operation platform and the necessary tools for the achievement of the creative germinal stages			
		II.B1.The projection and development of a collaborative managerial platform to integrate creating the market of alternative	6-7	The collaborative platform, designed on the base of modern management principles
		II.B.2.Framing the necessary tools of the protocol of research-activity. Utilizing the Green paper as work tool	7-8	Framing green paper
Participative research activity. G Germinal creative cycle	C. Obtaining in final form of the set of strategic Options and the conceiving of the innovative pattern for generating the market for alternative energies	III. C1. Integrating the results of consultations and framing the contents of the corresponding White Paper.	8-9	Framing White Paper
		C.2 The creation of the design and the conception of the innovative pattern for generating the market for alternative energy adequate for the development of entrepreneurship through public and private co-operation	10-12	Creation of the conception of the innovative pattern for generating -Activity report on the model effects

The collaborative managerial platform is a virtual space created for the teamwork. This is a site that centralizes all the tools for carrying out the project and makes them available to the research teams. The collaborative platform includes tools, software, and team working methods to enhance and facilitate communication between the members of the research teams. By designing the platform for collaborative work better pursued plans can be elaborated, updating of data, coding them, sending messages with new information on each

stage of the project, precise identification of all the interveners, trusting communication between partners and the standardization of work. The customization and development of the project, a continuous growth and an increasing openness to the outside are also allowed.

After the theoretical and practical storages made by the research teams it will move on creating the design and an innovative model for generating the alternative energies adequate to the entrepreneurship.

Conclusions

By the model created for the generation of a alternative energy market, easy to adapt for the whole energy sector, the beneficiaries of the results of the project will be from the energy sector, but also from the whole business environment, which will cover a long time horizon; the results of the project have the quality to generate the multiplication effect chain, having a beneficial economic contribution for the whole Gorj county.

The results obtained by developing this project are: the elaboration of scientific studies, the publication of scientific papers in prestigious, the elaboration of a guide of good practices in environment and alternative energy, the conception of an innovative and appropriate strategic model to the entrepreneurial development through collaborative public private mechanisms of the alternative energy.

The implementation of this innovative model has the quality to generate a multiplier effect in the chain, with significant effects in the social, economic and especially natural plan for the Gorj county and the whole region of south-western Romania, as well as the possibility of adopting in the entire European space.

The advantages of conducting this project are found in the environment and the local community having a positive impact on the sustainable and lasting development throughout the region.

The project is characterized by uniqueness, coherence and flexibility in adapting (the project is realized in an easily applicable model in business and environment in the countries participating in the project and also in the European Union).

The dissemination of this project is both the standard way of presenting the explicit knowledge and in the non-standard way to transmit a tacit, experiential knowledge, work done throughout the course of the participatory action-research and using the Internet component (creation of the website) of the collaborative platform.

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