



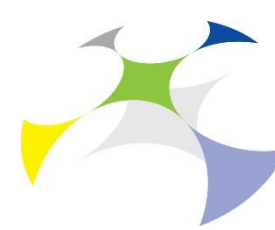
Important to think of when preparing for this training (1/2)

- The training material is prepared primarily as a physical training opportunity for a group of 6-15 persons that, ideally, represent 4-8 different SME clusters.
- It can also be carried out as a trainer-led online training event for the same type of group. Suggestions for how to adapt interactive elements are included, but further adaptations may be needed.
- The **target group** include Trusted Partners (or potential new Trusted Partners) but also other stakeholders that may be involved in the activities of local energy collectives, e.g. energy auditors, energy experts, local energy advisors, etc.
- The **training should be interactive** – with the aim that participants will actively contribute and learn both from you and each others' experience.
- Interactive elements are marked with the symbol at the right. Sometimes alternative options are given. Choose and adapt, so that you do it in a way you are comfortable with, and that best suits the group.
- You will find explanatory notes about the content of the slides in the **notes** of this presentation, as well as extra material to read. Some specific notes on how to lead the training are added with the mention *Instructions to trainer*.



Important to think of when preparing for this training (2/2)

- You are encouraged to complement or replace examples included in the presentation with **your own case studies and success stories**, which are representative for local conditions and your target group.
- Do not forget to fill out the **Template Monitoring Training** and to **ask participants for feedback** with the prepared form (included in the document Template Monitoring Training).
- You will find all information about the training in the **Training Unit Information** (duration, target group, goal, etc.).
- **NOTE** that this material is completely open, and that you are generally free to adapt and change the training material as you find appropriate – change the order or extract parts of it that you find useful.
- Parts of the material can also be used to present the GEAR@SME project and the core elements of its methodology for a larger group.



Messages to convey in this training

Get the skills to support SMEs in a cluster to work together to save energy

Learn how you can use your role as a Trusted Partner* for a cluster of SMEs to improve energy efficiency and use of renewable energy

Find inspiration for developing a way of working that is relevant to your own situation

* This training is relevant to anyone who have/will have a coordinating/supporting role in relation to a local cluster of SMEs (a Trusted Partner) and want to address energy efficiency and sustainability in that role.

This can be people working with business park management, a local industry association climate and energy advice, municipal business development etc.

The training materials combine theory on specific topics with concrete examples and interactive activities based on your own experience.



Gear@SME
Saving energy together



Saving energy together: Why

Overview of steps and activities



This project has received funding from the European Union's H2020 Coordination Support Action under Grant Agreement No. 894356.

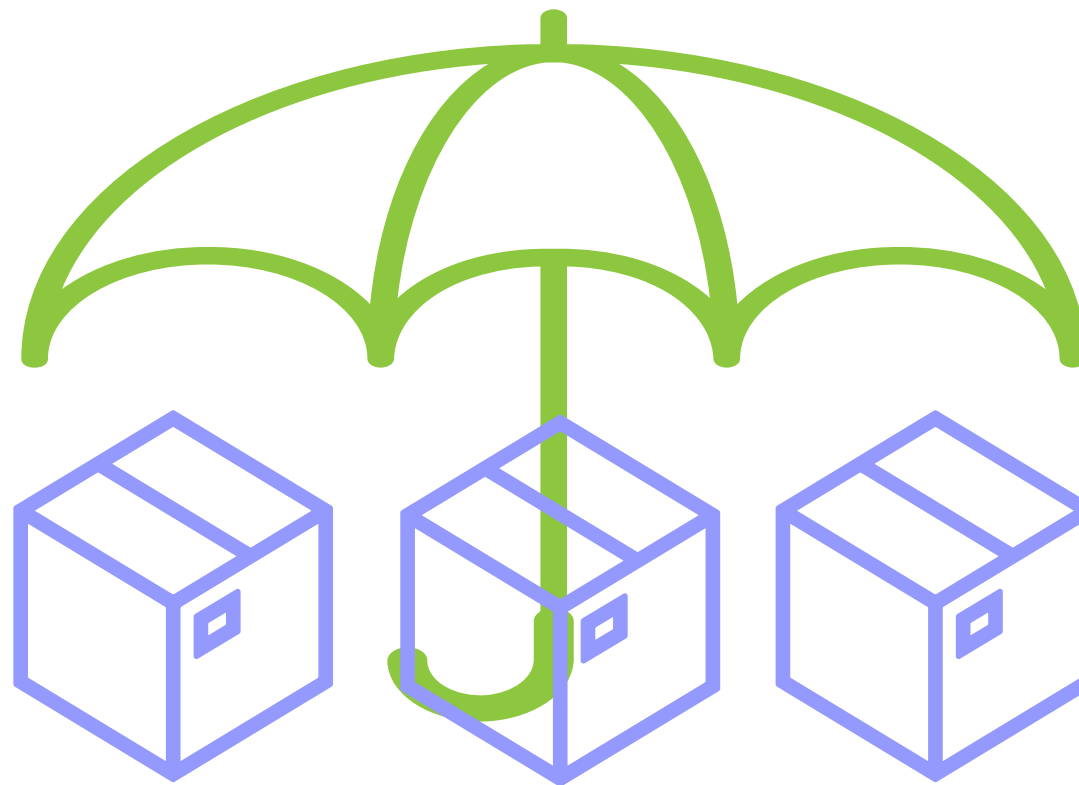




Saving energy together: Establishing Energy Collectives

Saving energy together: Why
Overview of steps and activities

Saving energy together: How
Organizing and activating SMEs in a cluster



Getting started:
Defining scope
and organizing
stakeholders

Defining
activities in a
collective
approach

Organizing a
collective and
providing
continuity



Saving energy together – Why, what and who



WHY is it relevant?

WHAT does it mean to “save energy together”?
And **HOW** can it be done?

WHO can be involved? What is your role?



Who are we?

Insert your own
picture and
contact info

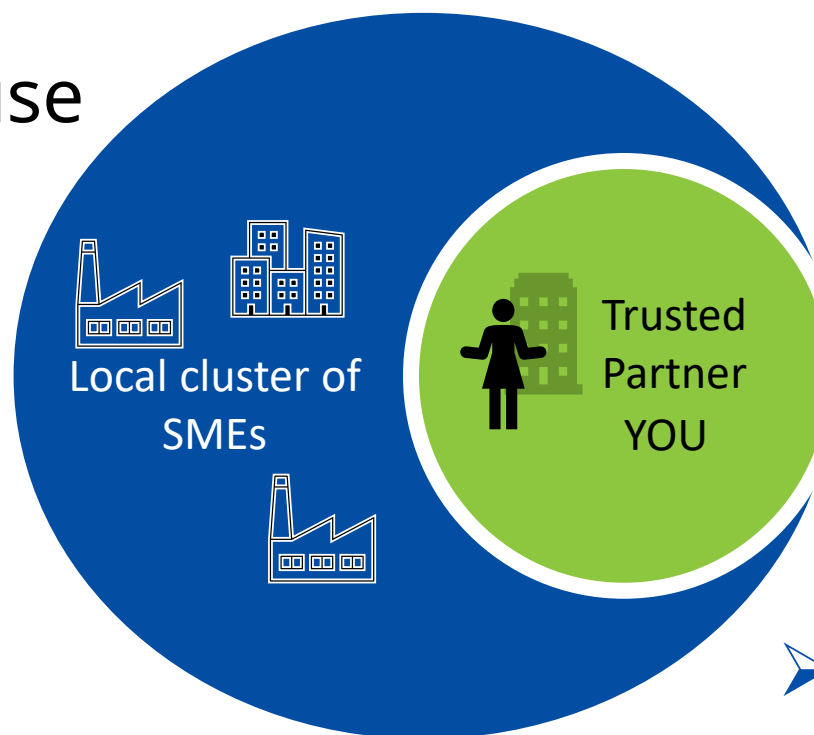


Trusted
partners for
SMEs



What do we mean by “saving energy together”?

Improving energy use



➤ Collective approach



Trusted Partner

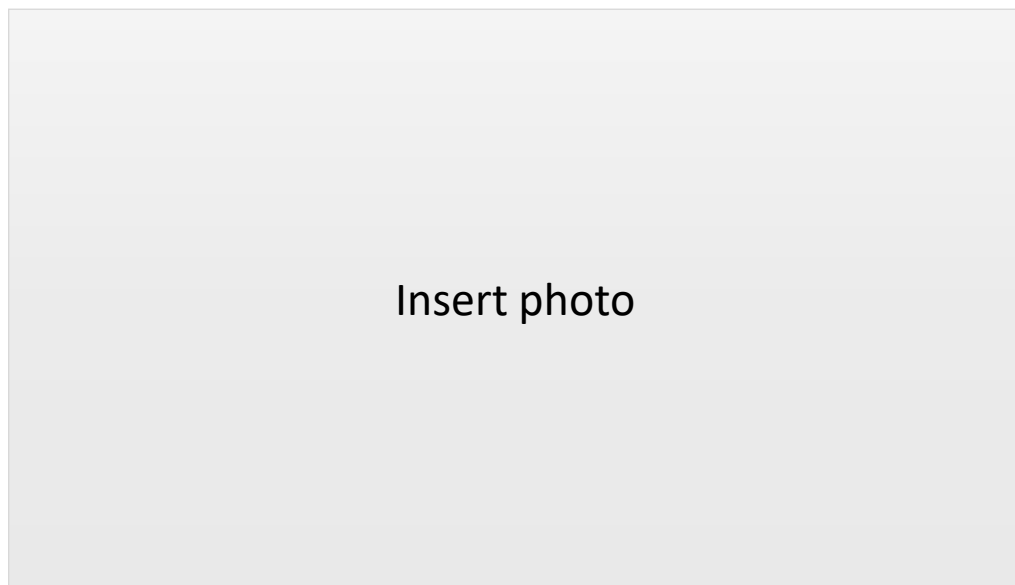
Network of SMEs

Trust!

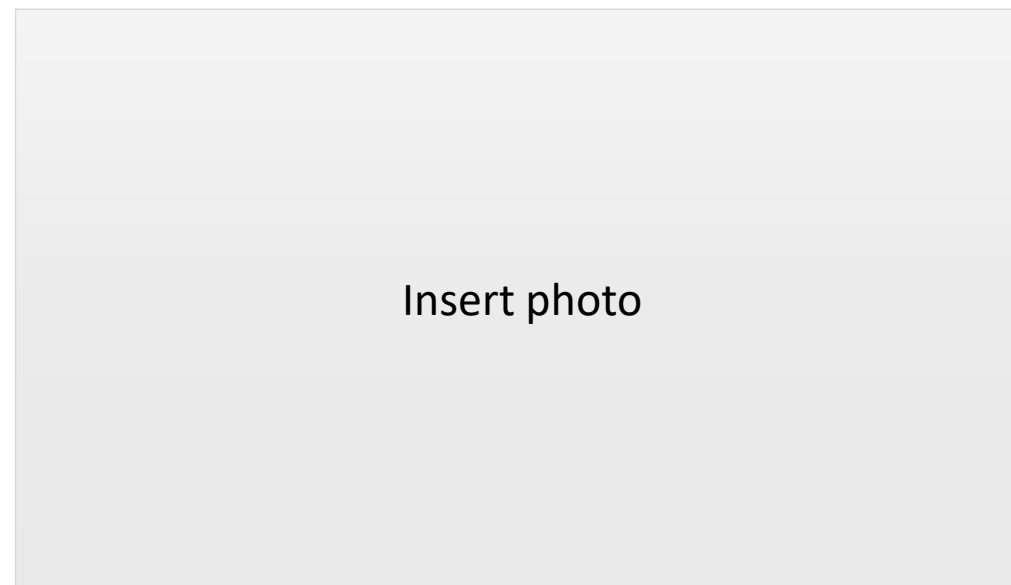




Examples



Example 1

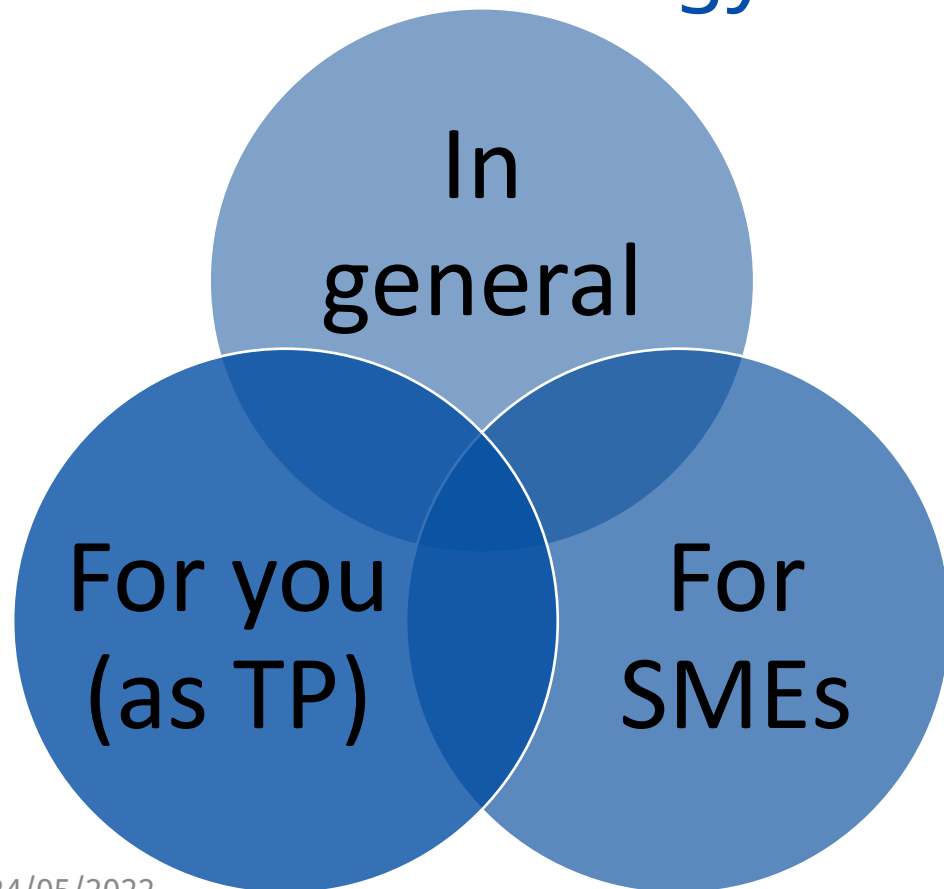


Example 2



WHY is it relevant to...

... save energy?



... do it together?








Why save energy?

Why energy efficiency is the unsung hero of the fight against climate change

November 8, 2021 by World Economic Forum 1 Comment



Delivering the European Green Deal

				
Reduce emissions	Create jobs and growth	Address energy poverty	Reduce external energy dependency	Improve our health and wellbeing



Reducing greenhouse gas emissions by at least 55% by 2030 requires higher shares of renewable energy and greater energy efficiency.



Why save energy in SMEs?

SMEs are 99,8% of all Enterprises in EU27, and generate:

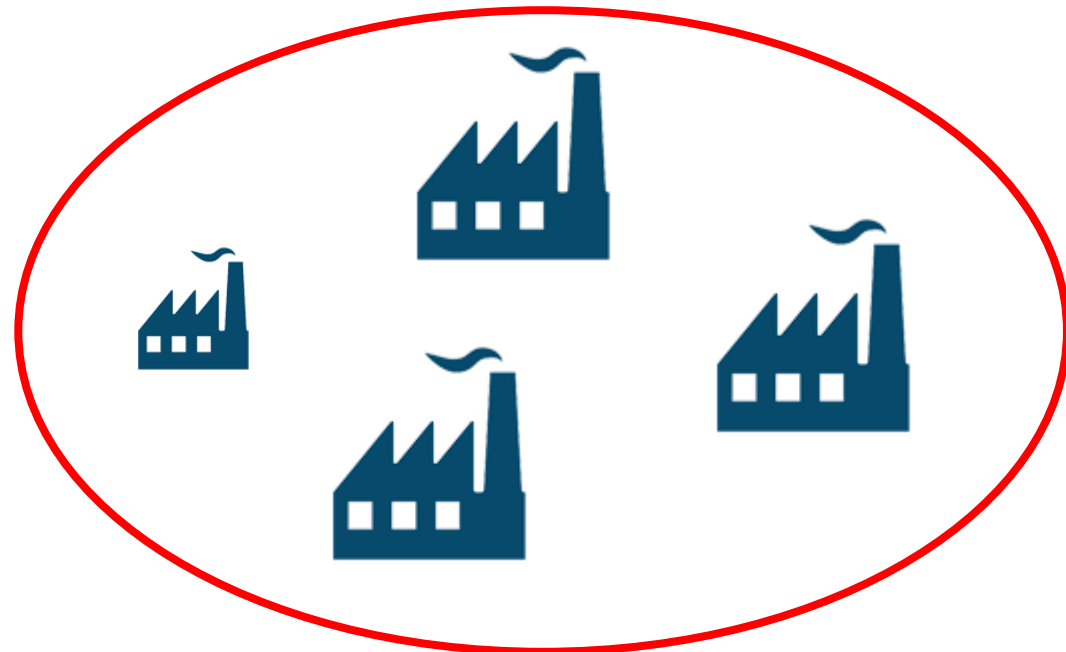
- 53% of Total Value Added
- 65% of employment



SMEs typically do not consume huge amounts of energy...

...but

SMEs collectively consume more than **13%** of energy globally

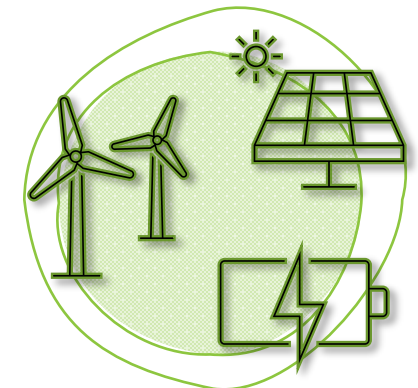




Why Energy Efficiency in SMEs?

Energy efficiency is an opportunity for SMEs

- Some energy efficiency measures have the potential for savings of up to 30%
- Fewer than 30% of SMEs in Europe have implemented measures for conserving energy
- Only 4% of SMEs have a comprehensive approach to energy efficiency



ENERGY EFFICIENCY



Why save energy? – What's in it for the SMEs?

Varying drivers

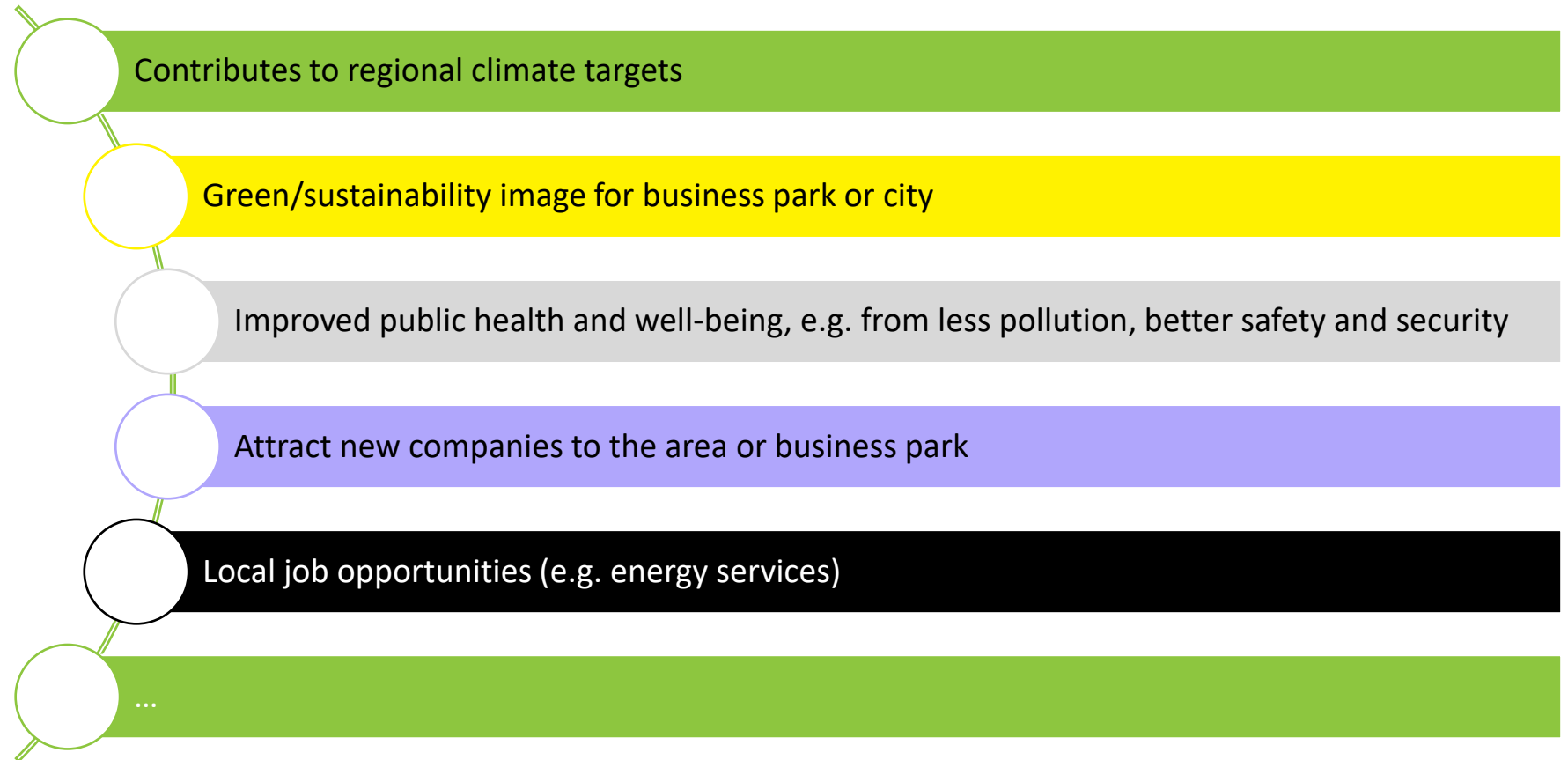


Multiple benefits

- Lower energy costs
- Better work environment
- Higher productivity
- Less maintenance
- Lower emissions
- Reduced risks
- ... and much more...

Why save energy?

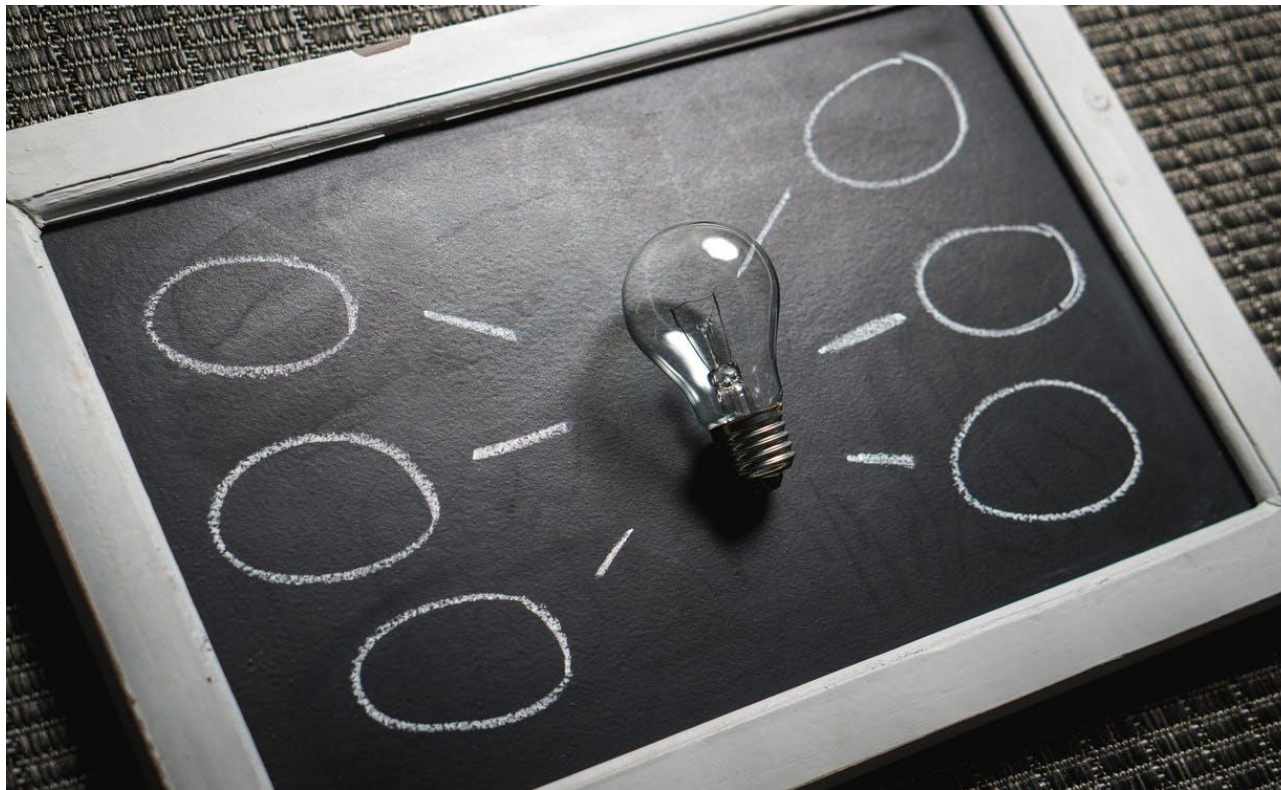
The local /
regional
perspective





Why save energy?

- What's in it for you (as Trusted Partner)?



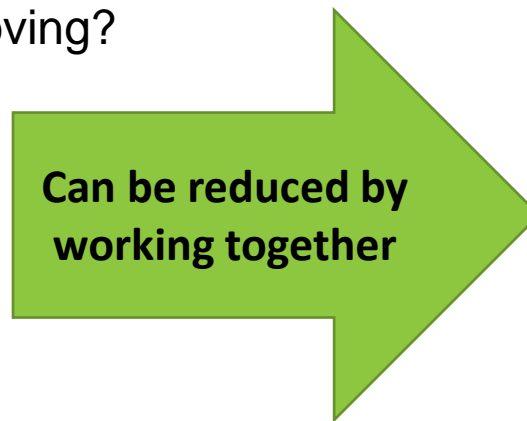
- What are your drivers?
- What are the drivers for SMEs in your cluster?



Why together?

Why are SMEs not already moving?

- Lack of knowledge
- Lack of time
- Economic resources
- Lack of awareness
- Etc.



Provide info/increase knowledge efficiently

Learn from each other within cluster

Become inspired/triggered by each other

Save more/decrease cost through synergies



Why together? - Benefits of the collective approach

- Increase motivation
- Increase impact
- Provide support efficiently
- It is more fun!
- It works!



Significantly increased implementation rate of measures



Reduce barriers to energy efficiency



Provide linkage to Energy Service Suppliers



Increase use of energy management practices



Provide basis for collective energy projects



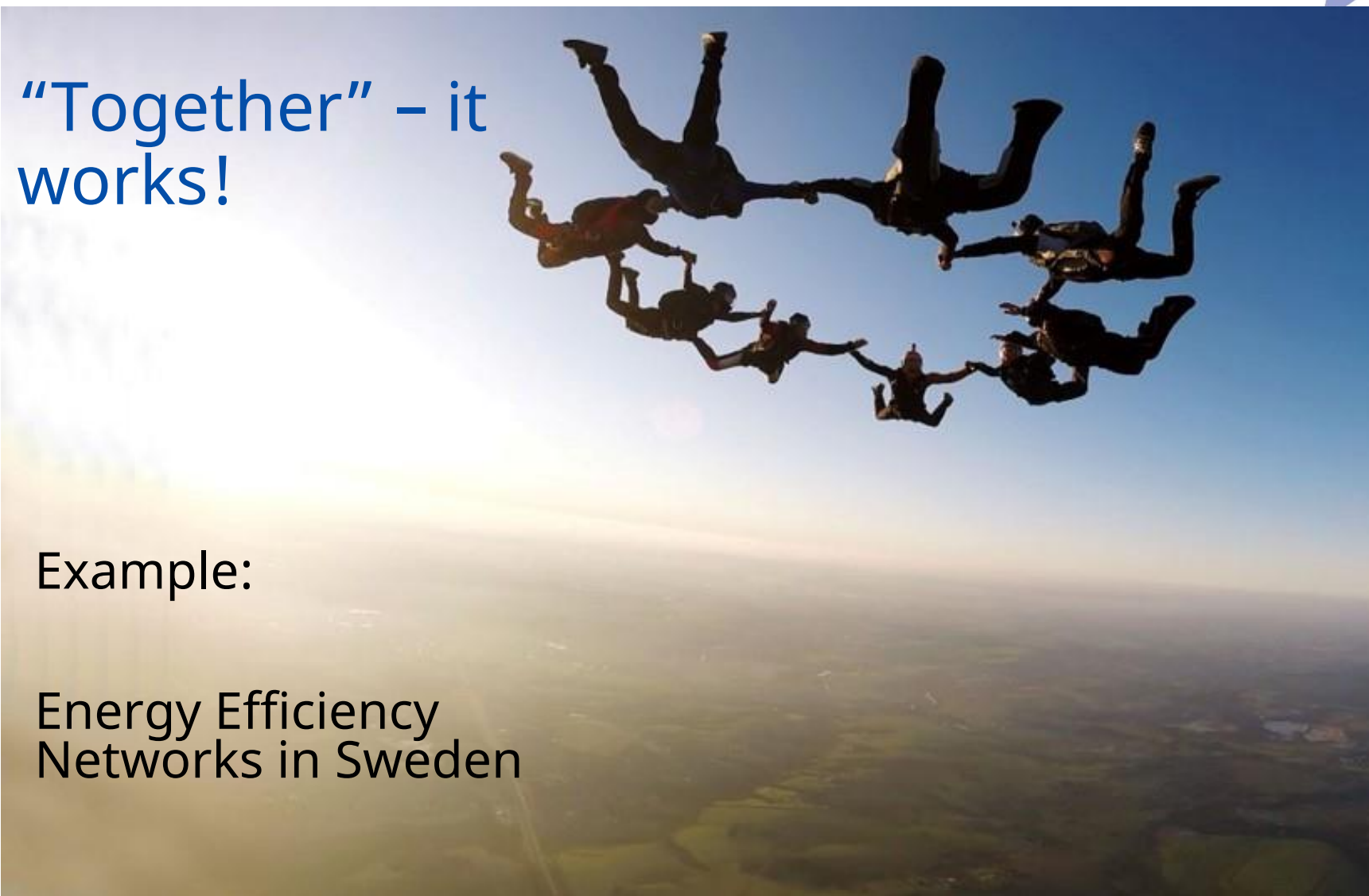
Increase cost efficiency



Facilitate access to financing



Lead to benefits beyond energy efficiency





Reflect Together

What is your motivation for working together?

What would be the motivation for SMEs in your cluster?





What are the collective activities... ...that help saving energy together?

Provide info/increase
knowledge efficiently

- Seminars, newsletters – reaching a group of SMEs
- Providing coordinated energy scans/audits

Learn from each other
within cluster

- Local examples, study visits, frontrunners
- Interaction at seminars, workshops etc

Become inspired/triggered
by each other

- Follow-up and share audit results, measures made
- Setting and communicating targets, competitions

Save more/decrease cost
through synergies

- Carrying out collective projects - purchases (LED fittings etc) and measures (common solar panels etc)



WHAT do we mean by a collective approach?

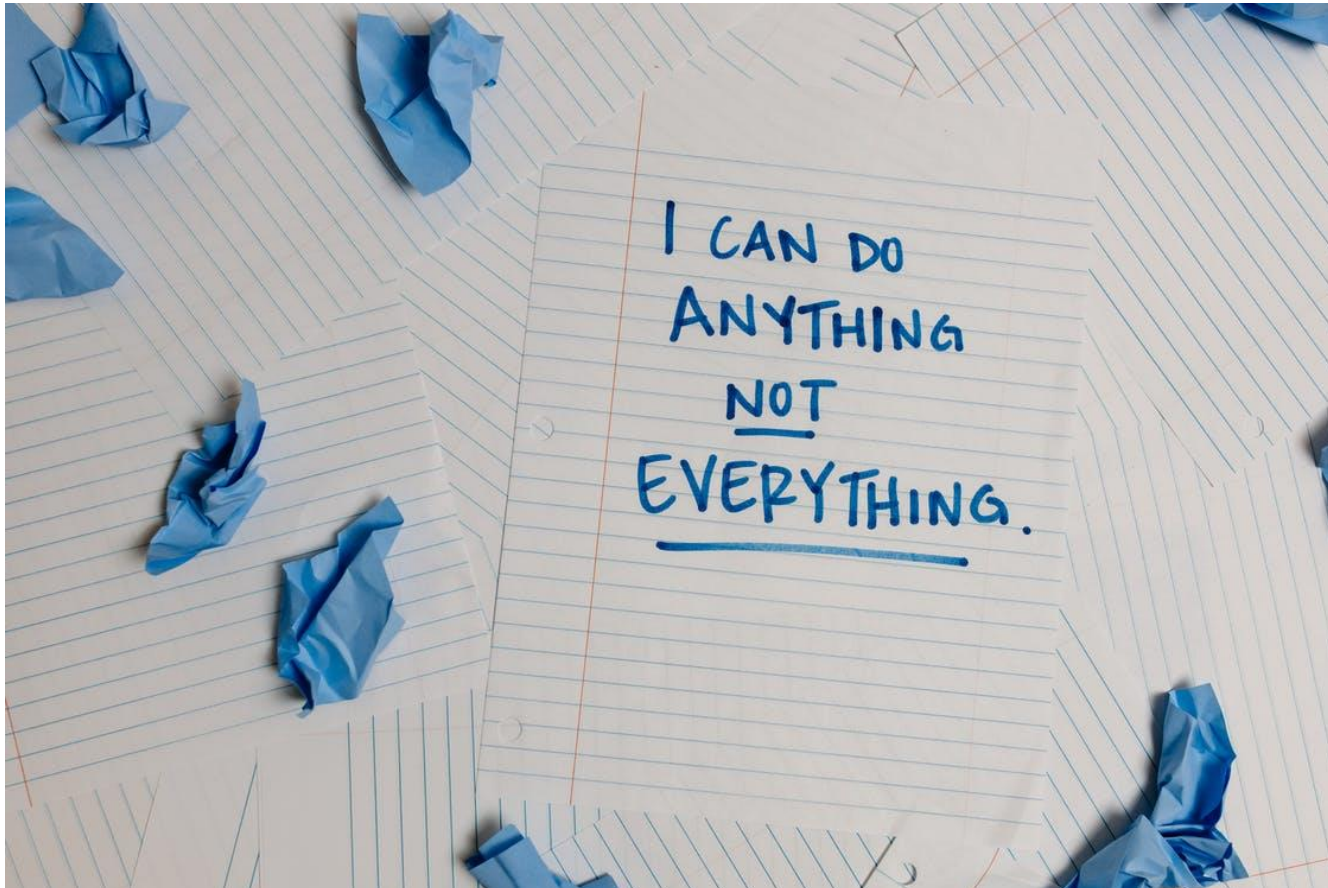
Coordinated services and activities...



...adapted to local conditions



Activities in a collective approach



What support would the SMEs in your cluster need initially?

What activities could be arranged to address these needs?

What are you already doing?



Examples – Services and activities

Business Park

- Collective energy projects, e.g common solar panels, heat integration
- Motivational seminars
- Support for applying for public funding
- Common goal for increasing energy efficiency

SME association

- Support for individual energy audits and measures
- Exchange of experience through network seminars
- Communication of good examples via SME association

Municipality

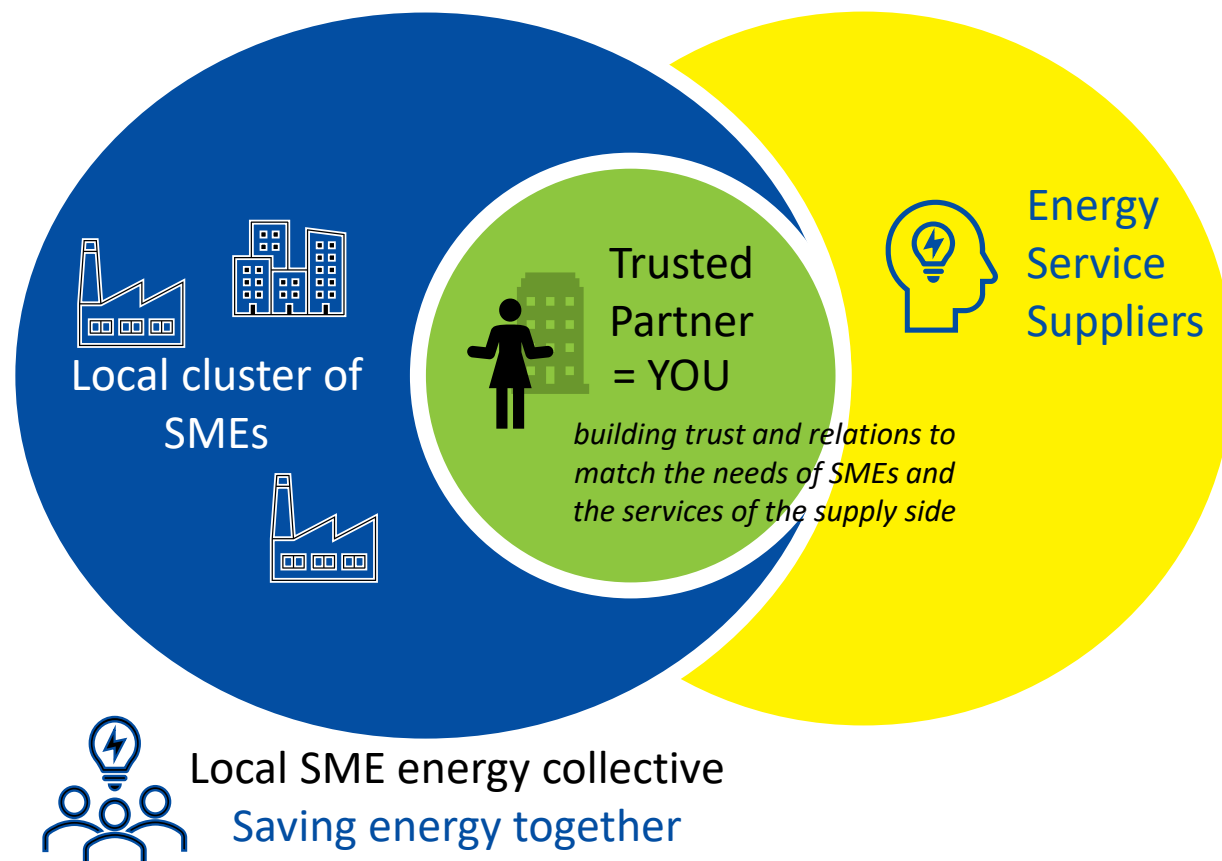
- Network meetings/seminars with main focus systematic energy management
- Collective procurement of energy audits and simple measurement equipment
- Provide training on monitoring



WHO can be involved?

The **Trusted Partner** supports the SMEs

But
You are not alone





Trusted Partner



Network of SMEs

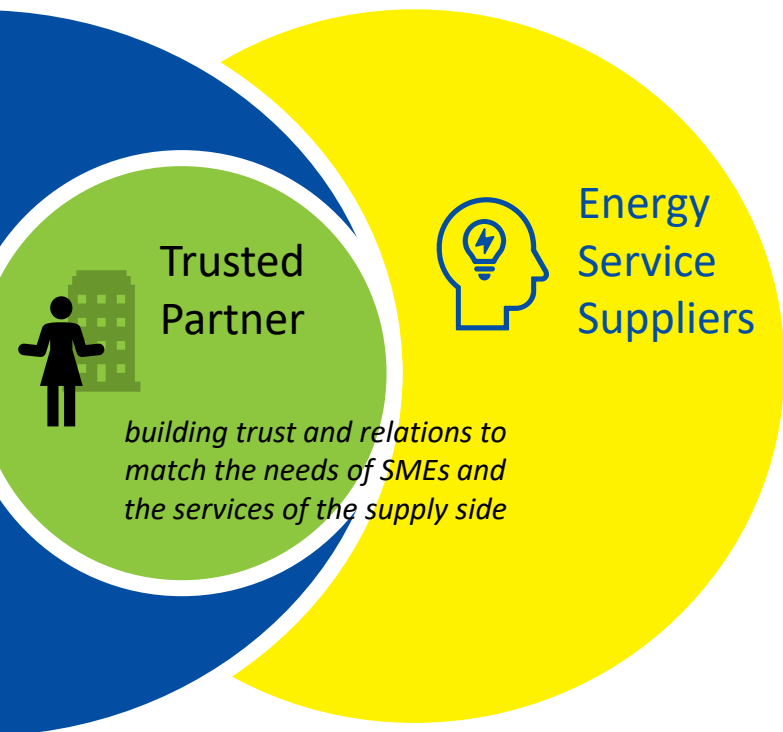
Trust!

Work with others!



Involve relevant stakeholders

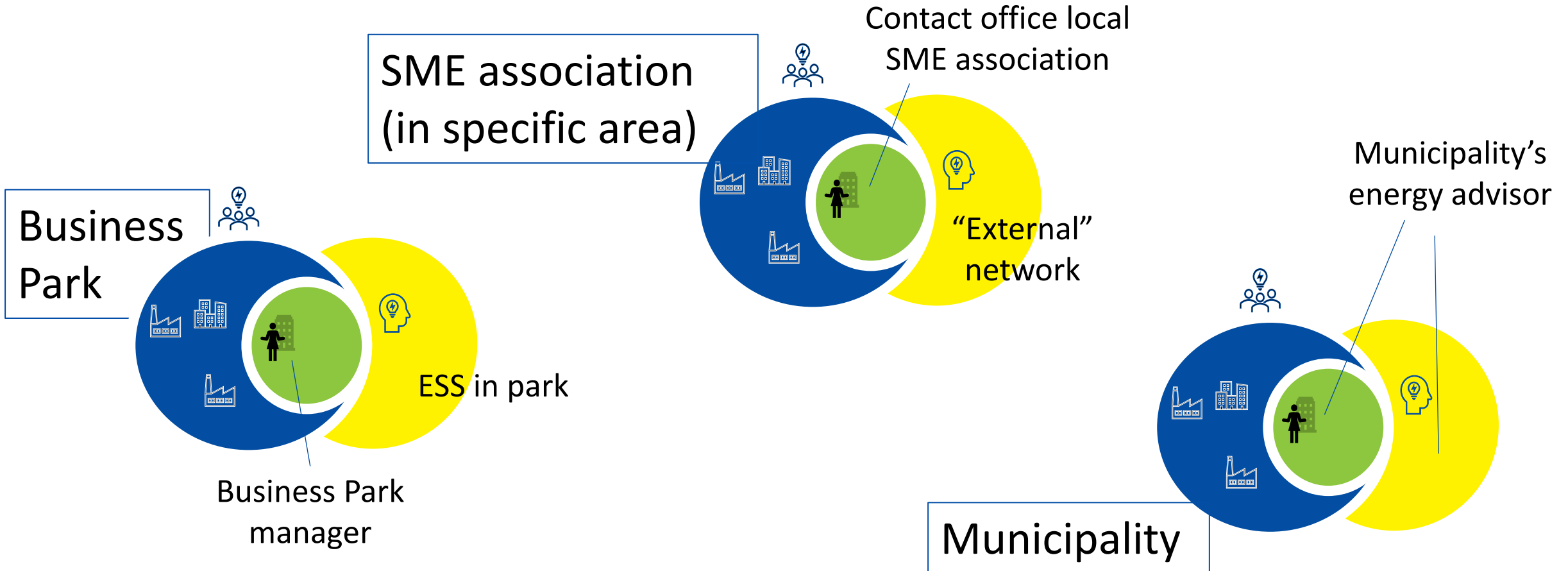
For example: Energy Services Suppliers



- Energy consultants
- Energy auditors
- Technology suppliers
- Public energy advisors
- Grid operators
- Municipalities
- Energy service companies
- Funding agencies
- SME associations
- Industry sector organizations

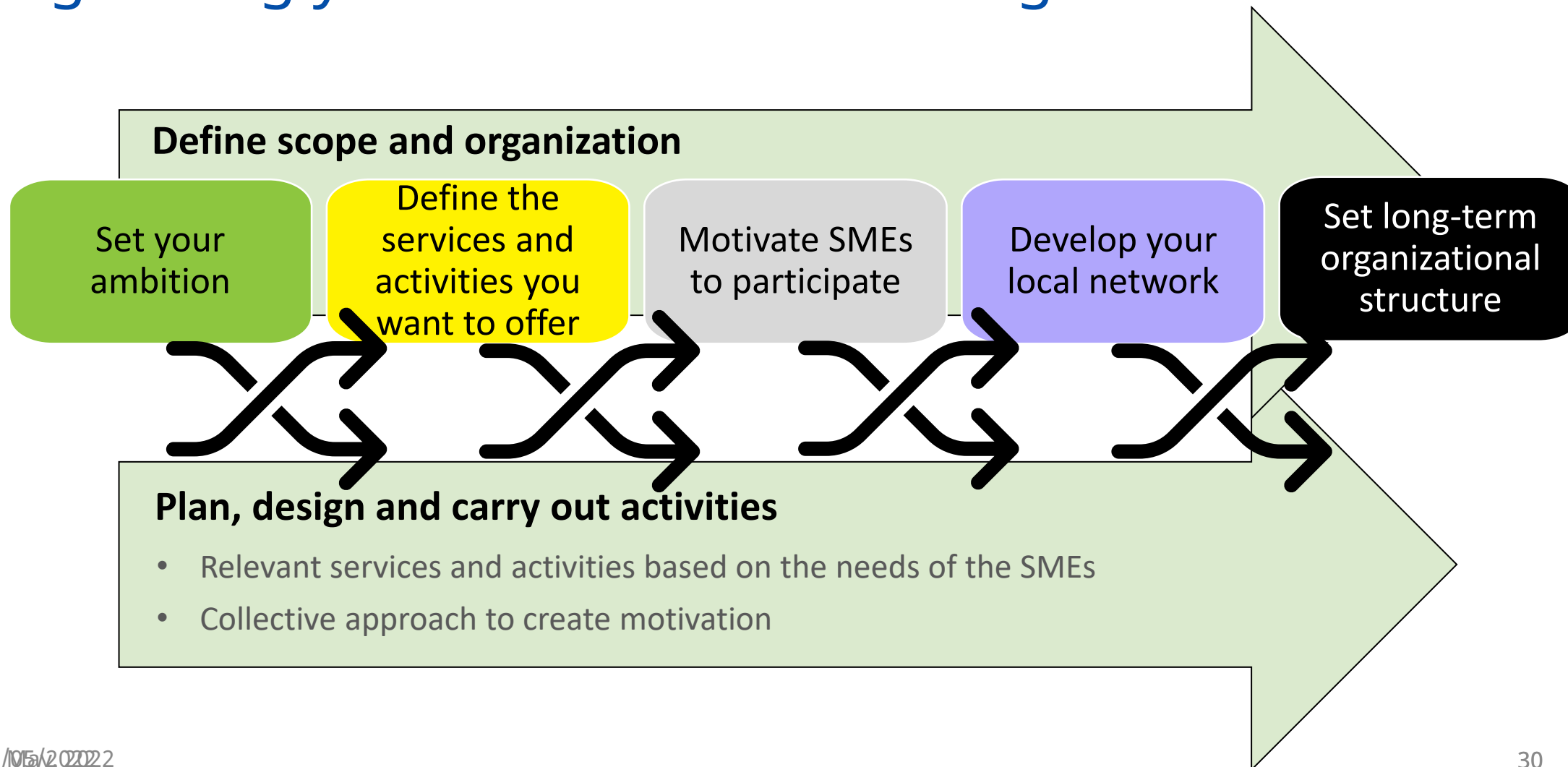


Examples in different contexts

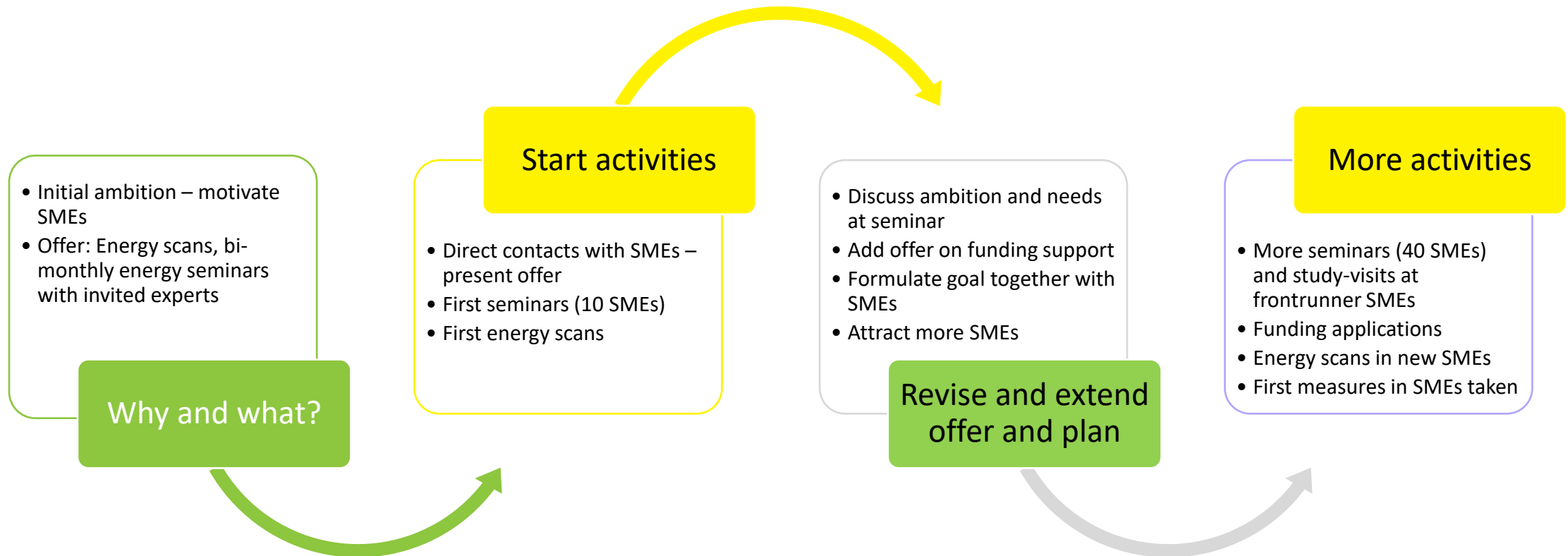




Organizing your work – and work together to



Example: Development of organization and activities





Key take-aways

Why?

Saving energy leads to multiple benefits, both for individual companies and for society

Saving energy **together** in an SME cluster can reduce the costs and resources required, provide inspiration, guidance and motivation.

What?

A **local SME energy collective** is a model for how to save energy together.

Coordinate services and activities to effectively support SMEs based on their interests and needs, and adapted to local conditions.

Design activities to **enable interaction and networking**, to share experience and good examples for spurring motivation and results.

Who?

The **Trusted Partner** initiates and organizes activities to inspire and develop the implementation of energy saving measures, and brings together **different stakeholders** in the local SME energy collective

The **key functions** of the Trusted Partner is to have a strong connection to a **network/cluster** of SMEs and to be **trusted** by these SMEs.



Questions & Feedback



Thanks for your attention!





Main source of information

The handbook describing the GEAR@SME methodology is the main source of information in this training, especially for the lectures.

The handbook is extensive and the training will guide you through the most important parts on an overall level as well as give you details in certain areas.

Examples and exercises will put the information into context.



Handbook for an integrated GEAR@SME methodology



Trusted Partner Assessment Guide

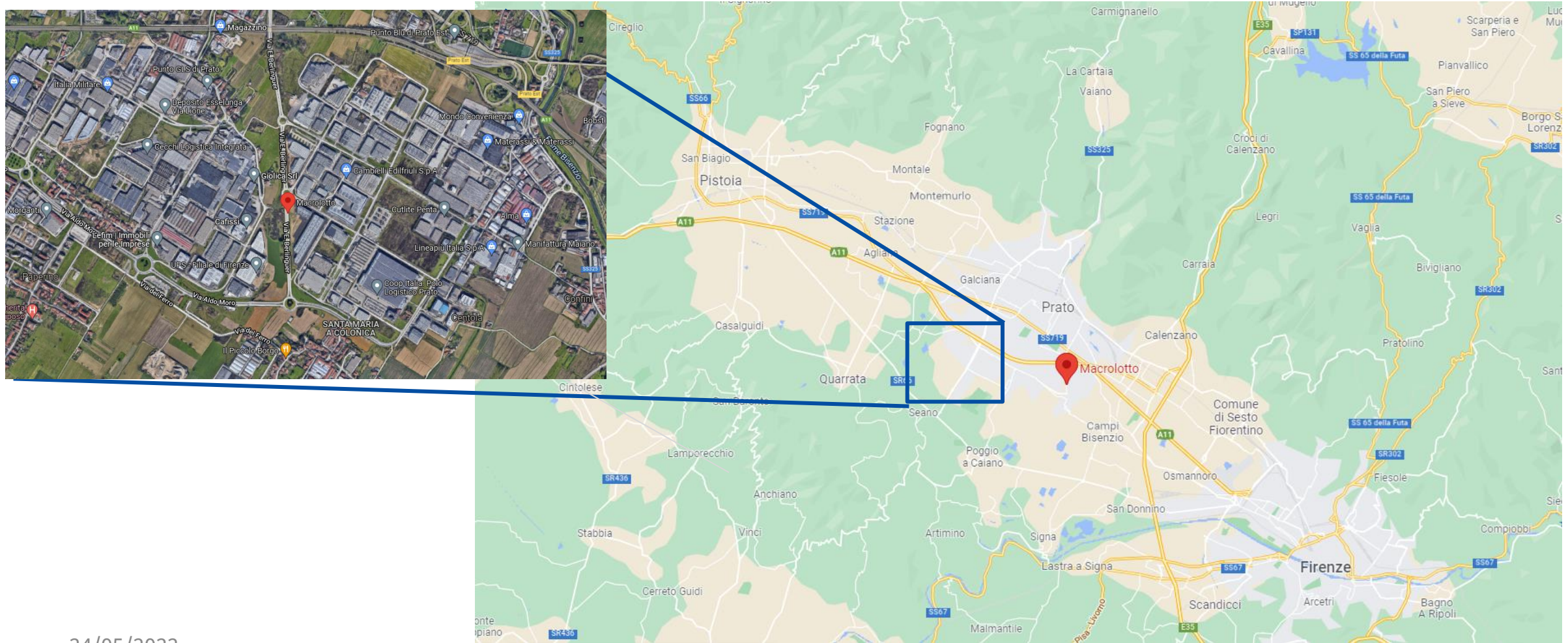
Minimum requirements	Yes/No
Are you currently connected to and familiar with members of the SME network?	
Are you interested in (and motivated to) coordinating a local collective of SMEs?	
Are you interested in (and motivated to) working with energy-related subjects?	
Would you say that SMEs in your network see you as a Trusted Partner?	
Extra qualifiers	
(If applicable) Do you currently organize activities & services for the SME network?	
Do you have expertise in organizing and coordinating a collective of SMEs? In what way?	
Do you have expertise in energy-related subjects? In what way?	
In your own network, do you have connections to stakeholders that could play a role in setting up the collective/supporting the SMEs/helping with the organization of energy projects?	
Do you have (concrete) ideas for shaping a local energy collective?	
Do you have sufficient resources for being the coordinator (Trusted Partner) in the local energy collective?	

Roveri Industrial district





Macrolotto of Prato



Oradea Industrial Platforms





Platform Ondernemend Meierijstad





17.000 PV panels (& LED & 5 heat pumps) in Wateringen



Collective PV purchasing in Amersfoort



10.000 m² PV on Business Park IJsselveld

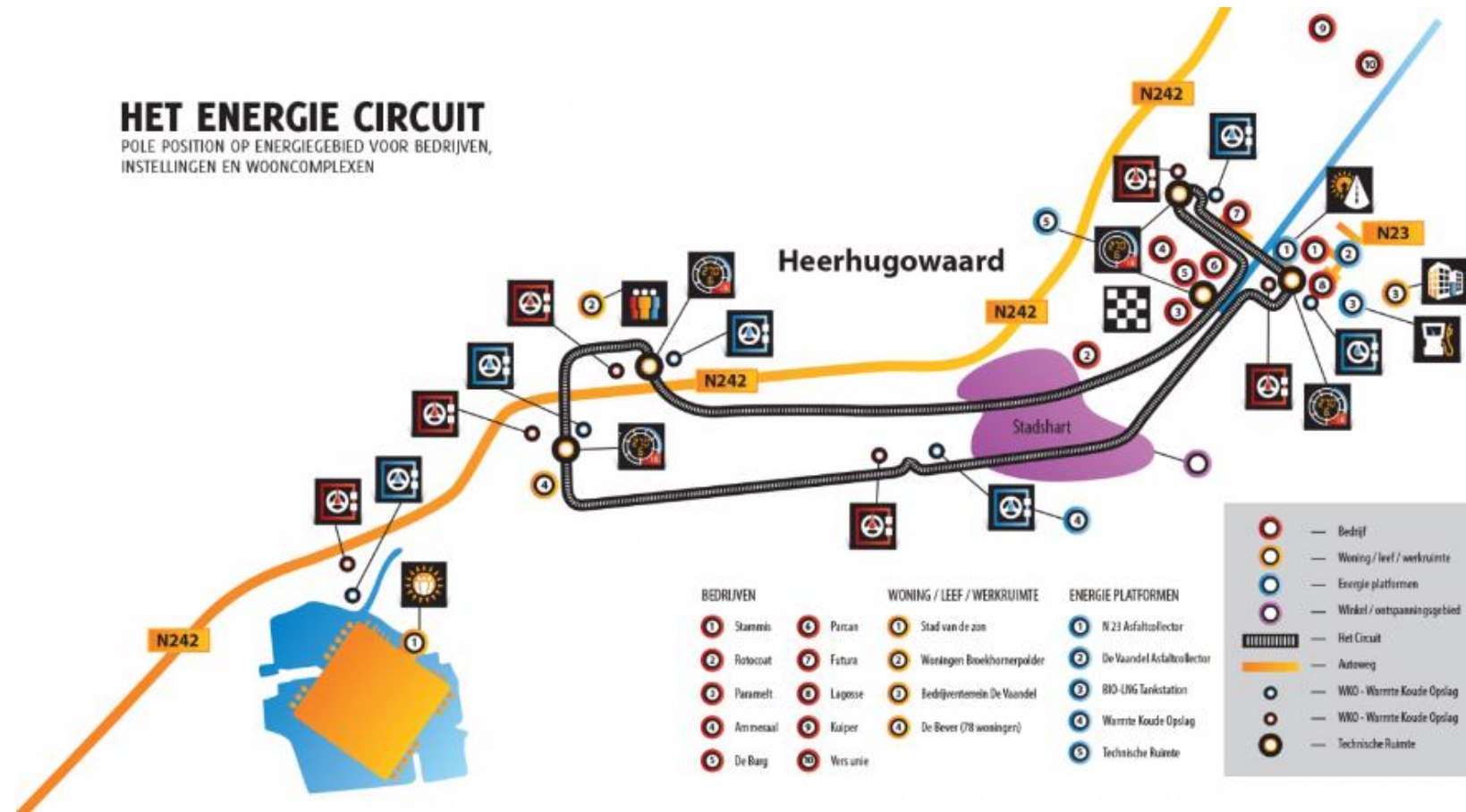


District Heating for new Business Area Schoterhoek II





Heat-cold exchange network in Heerhugowaard



Berlin Adlershof Science City





Null Emission Motzener straÙe

