



E.11 Setup a long-term energy efficiency strategy in the company

To harness the most of the potential for energy efficiency and renewable energy generation in a company, it is necessary to move to a long-term strategy, which includes actions such as energy consumption monitoring, investment planning, etc. While part of the problem is related to the resources required for the implementation, the effort for drafting an effective strategy should not be underestimated. SMEs often require support for both.

While implementing the most cost-effective energy efficiency measures and starting from the low-hanging fruits can be the best way to get started and motivate SMEs to invest time and resources in energy efficiency, this is just the beginning of the process. More often than not, most of the potential for energy savings lies in areas of interventions that are more difficult to achieve because of their complexity (it might take a full energy audit rather than a simple scan to identify the potential) or because of their higher investment cost (most energy efficiency measures with a low payback time are also the ones with the lowest energy efficiency benefits).

The Trusted Partner can have a pivotal role in helping the SME drafting a clear, long-term action plan and energy strategy. The Trusted Partner can do this on its own, or with the support of an external auditor. The strategy should include a clear time plan with ambitions for a reduction in energy use and carbon emissions, and with details on when future measures and initiatives will be put into action, and on how this will impact the performance of the company financially.

To support this need, there are a number of assessment/self-assessment tools that can help the Trusted Partner define the company's level of awareness and maturity (see e.g. Appendix B.1) and implement, in relation to this, a strategy for working systematically with energy efficiency over the long term (see also E.12).



APPENDIX B.1: Checklist for energy maturity

This tool is meant to function as a starting point for a small company’s journey to a more structured and systematic way of working with energy efficiency. It can be used as a self-assessment tool, or as a support tool for Trusted Partners who want to understand the level of maturity for the SMEs in the local energy collective.

Level 1

Question	Comment	Check
Do you know the size of the company’s energy use?	For all different energy carriers such as electricity, oil, district heating, etc (in kWh or m ³). Check energy bills.	
Are you doing anything to save energy?	For example, routines aimed to reduce energy use, e.g. care and maintenance of machinery, and switching off lights.	
Is responsibility for energy issues distributed within company?	For example, that someone handles energy bills and follow up the energy use	
Are you aware of what energy-related regulations and requirements that affect your organization?	What applies in your specific country	

Level 2

Question	Comment	Check
Do you have access to statistics and data of the company’s energy use?	Check energy bills and/or customer pages at your energy supplier’s website. Compare one year to another, or season to season. Customer pages may also show hourly values. This can be used to identify idling load.	
Do you know what in your operations uses most energy?	Audit or scan your energy use and identify the major energy users	
Is management involved in the work with energy?	Management should make sure that energy-related issues are handled and provide enough resources for the work.	
Have you selected a person for the overall responsibility for energy	Someone has an overview of all parts, e.g. energy bills and production	



issues?		
Do you have energy goals/targets?	Possibly together with environmental targets, SMART objectives.	

Level 3

Question	Comment	Check
Do you have an energy policy or an environmental policy describing energy issues?	Describes the direction of the work with energy. Connect policy to energy targets and objectives.	
Have you developed an action plan for energy efficiency?	Write down what has been done, what should be done, and plans to achieve this.	
Do you consider energy / energy efficiency when making investments?	Energy performance, compare life cycle costs for investments.	
Are you using energy related KPIs?	Could this be a possibility for your business? Energy use per product, per euro or something else.	

Level 4

Question	Comment	Check
Do you follow up your action plan and the result from implemented energy efficiency measures?	Update the action plan, its measures and calculate costs and savings.	
Is there a possibility for employees to contribute with ideas to the work of reducing the company's energy use?	E.g., in coffee breaks, workplace meetings.	
Are energy related routines updated regularly?	Internal revision, e.g., once a year.	