



C: Activities for the SMEs in the collective

This chapter is primarily relevant for you if you have the role of a **Trusted Partner** towards a cluster of SMEs and have the ambition to contribute to increase energy efficiency and thereby sustainability and business viability in this cluster.

The purpose of this chapter is to provide guidance in relation to how to develop and carry out the **actual activities** of the local energy collective. This chapter includes:

- Practical advice on how to motivate SMEs to stay involved in the energy collective.
- Relevant activities and methodologies for supporting SMEs in their needs.

There are two sections included in this chapter. These do not represent different steps in the development of the energy collective, but rather different aspects on the design of activities and different types of activities. The two sections are briefly summarized in Figure 1, and described in more detail in Sections C.1 and C.2. Note that more in-depth information on areas in which SMEs generally require support related to energy efficiency measures as well as guidance to supporting tools can be found in Chapter E.

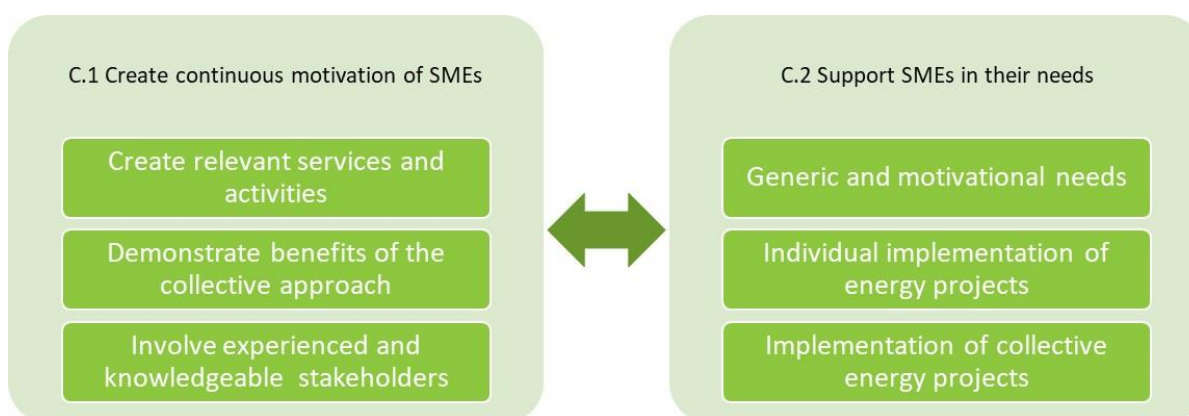


Figure 1. Overview of the content and structure of Chapter C.

Table 1 includes an extensive list of alternative activities that can be carried out as part of running a local energy collective. Note that many activities contribute to several objectives, and that, consequently, there is a substantial overlap between activities for motivation and support. For instance, many of the networking activities are both motivational and supportive.



Table 1. Extensive list of possible activities and services that may be included in the offer of a local SME energy collective.

Services and activities	Examples	Further guidance
Regular networking events	Organized meetings in collective for exchange of experiences, based on the activities of SMEs in the collective (e.g. energy scans and measures, monitoring or collective projects).	See Section C.1 and C.2.1
	Workshops and seminars to build SME skills and knowledge – in the same areas where you provide individual support or plan collective projects, and with support from your network.	
	Study visits at participating SMEs – to strengthen and concretize the exchange of experience.	
Other activities to strengthen the collective	Setting collective targets, which are followed up and communicated to the collective.	See Section C.1
	Support for knowledge building on energy and energy management.	See Section C.2.1 and Chapter E
Communication on energy achievements to SME collective	Regular updates via newsletters, web-site, group emails, direct contacts and meetings, etc.	See Section C.1
	Present good examples from SMEs in the local cluster (or elsewhere).	See Section C.1
	Communicate success and celebrate achievements.	
Coordinated support to individual SMEs for identification and implementation of energy efficiency measures	Energy scans and energy audits, to identify energy efficiency potentials and their associated (multiple) benefits.	See Section C.2.2 and Chapter E
	Support for different steps in selecting, planning and implementing measures.	
	Support for applying for public funding for audits and measures.	
Collective energy projects	Planning and organization of collective energy projects.	See Section C.2.3 and Chapter E
	Collective purchases of energy audits/energy scans or energy efficient equipment.	
	Collective energy measures, e.g. common solar panels, heat exchanges between companies etc.	
External communication – to broader network and wider	Communicate achievements via web-site, local news channels, and directly to your network.	See Section C.1



The activities and services that are relevant to different energy collectives vary, of course, depending on ambition level, organization, value proposition (see Chapter B), and its stage of development. Therefore, not all aspects described below may be interesting to you right now. The idea is that you make use of the parts that are relevant to your own collective.

Note, however, that the scope of the collective and its activities also may and should change and develop over time, so that activities that originally were not planned may become relevant at later stages. Continuous development is central to a successful and vibrant energy collective.