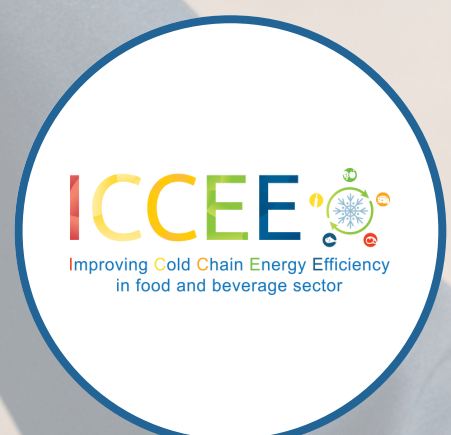


## Towards more energy efficient industry sectors

### Recommendations for SMEs, based on the results from 9 EU projects



## Direct recommendations & observations



**Have a comprehensive approach to barriers.**

**Change the narrative** as the accent should not be put only on financial benefits of audits, but multiple ones.

More on the project [here](#).



**Trainings and flexibility** are crucial to gain trust.

Implementing several **meetings with other companies from the same industry** helps the process.

More on the project [here](#).



The behavioral aspect is important to take into consideration to activate SMEs by **organizing them together** and enabling them through **training materials and best practices**.

Take into consideration **high cultural differences** between countries, there is a lack of culture in working together but a push for energy communities could help.

Look at the issue from a **global perspective** by adding **renewables** and not just focus on energy efficiency.

More on the project [here](#).

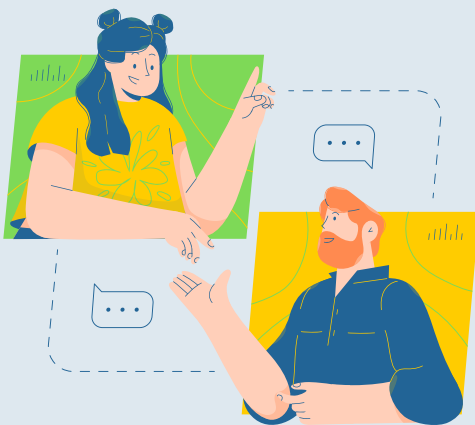




## Closer look at SMEmPower

### Recommendations & observations

**Have a clear and open communication,** targeting what the SMEs have as priority and framing it into the benefits on energy efficiency analysis and measures (one to one engagement).



#### Time is precious

Online training courses for SME staff should be efficient and have proper content & duration

#### Easy accessibility is key

ex: SMEmpower training platform

Despite existing policies, most SMEs didn't get an energy audit in the last 5 years, do not have an energy manager and have implemented only "easy" energy measures: **policy to support energy efficiency in SMEs must be strengthened and accompanying SMEs is key.**

#### Constant involvement and dialogue with institutions, authorities and funding bodies.

SMEs have a high untapped energy saving potential which can be unlocked by overcoming structural, market and financial barriers.



**Early engagement** of SMEs is fundamental

**Listen to SMEs first,** get a clear understanding of their needs (local workshops)

**Base all relationships on trust and reliability**

## Recommendations & observations

from all sister projects



Consider **mandatory energy audits** for SMEs, with simple processes, to create a demand driven-market for both internal capacity building and external energy auditors and assess effectiveness of this obligation.

Develop (and promote) **suitable financial mechanisms for SMEs.**

Joined up tax incentives, grants, revolving funds and energy tariff structures could incentivise investment.

## Communication

Awareness raising and communication of **existing policy instruments** for SMEs.

**Comprehensive approach** to barriers is key.

**Engaging** and giving accessibility to provide dialogue and involvement.



## Adaptability

Sector and size specific policy instruments.

No "one-size fits all" solutions, we need targeted and tailored trainings.

**Flexibility** is crucial to gain trust, have several meetings with other companies from similar industries helps the process.

Encourage a range of support mechanisms to **meet different needs**. Information alone is not enough, SMEs need support through the implementation phase too.



Further evaluate a combined approach with **a mix of different instruments**.

Training is required at **all levels** including SME staff, energy experts, finance providers, industry associations.

## Training

**Activating SMEs** and organising them together with best practices and training materials, there is still a lack of culture to work together.



## Expanding

Promote the **multiple benefits of energy efficiency**. Thermal comfort, staff health, building value, reduced maintenance and brand image also have value for SMEs.

**Adding renewables** is key for a bigger change, pushing only for energy efficiency is not enough.

