



## Press Release

Boosting SMEs to implement effective energy efficiency measures to reach European 2050 targets

**Amsterdam, April 2023:**

Whilst the recast of the Energy Efficiency Directive (EED) just agreed in trilogue negotiations, the Parliament and Council negotiators agreed on [new rules](#) to boost energy savings, one of them is to ensure SMEs implement energy efficiency measures, confirming more work on industry, this is of outmost importance to reach Europe's climate and energy targets. This is specifically important for SMEs who have lacked incentives to implement energy efficiency measures and with the on-going energy crisis, making energy savings and reducing emissions.

[Article 7 of the Energy Efficiency Directive](#) offers ways to achieve these targets by requiring Member States to promote and facilitate the implementation of energy audits and energy management systems. The audits are compulsory for large companies and recommended for small and medium enterprises. Despite the multiple benefits acknowledged and EU policies motivating energy efficiency, most SMEs have not had an energy audit in the last 5 years and do not have an energy manager or energy policies implemented.

[The challenges to motivate SMEs](#) are high as they lack awareness and technical human resources, but they also have a low capital and face difficulty to access financing which creates doubts around the actual savings potential.

Among the possible solutions, the EU has built a new strategic programme with the [EU Covenant of Companies](#). The programme encourages companies to “step up their contribution to a clean energy transition and related climate objectives as set out in the European Green Deal”, the idea is to provide companies of

all size a support system to commit to GHG emission reduction for a medium to long term perspective and to improve the political, scientific and technological reference framework.

[DEESME 2050](#), a [LIFE funded](#) project, will follow in those footsteps by building on the developed [DEESME](#) multiple benefits approach to capacitate, assist and motivate companies to overcome the obstacles in energy efficiency measures uptake, with a focus on the furniture sector and its value chain. The furniture sector was selected for this project due to its high market value of nearly 100 billion euros: the European one is the second-largest furniture market in the world and the most integrated one.

To cover the ongoing challenges faced by SMEs, DEESME 2050 will implement better communication with companies to make them consider energy efficiency in every business activity through information activities on energy risks.

*“After nearly 3 years working hand in hand with SMEs through the DEESME project, we go on with work at national level, mainly in France, Italy, Bulgaria and Poland, helping companies implement energy audits and energy management systems, while taking into consideration their whole business.”* Says Ivana Rogulj, project coordinator for DEESME and DEESME 2050 at IEECP. *“This time, we focus mostly on the furniture sector and its value chain, an important sector for Europe but often overlooked as regards to energy. Our final objective is to create a list of implementable measures and try to find adequate matching financing options for the companies. And we will not do this task alone, but in cooperation with other projects and European initiatives like the Covenant of Companies, to build on existing knowledge and to create useful results.”*

For a strong impact, the project will also apply tools and methodologies in an integrated form with training activities, energy audits, investment feasibility, energy management systems available.

As most SMEs lack awareness on the multiple benefits of energy efficiency, DEESME 2050 will also frame a political and regulatory scenario to show how reducing energy consumption will create more competitiveness on the market and fight climate change.

More information on the project: <https://ieecp.org/projects/deesme2050/>

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