



AUDIT2MEASURE

EXPLORING ENERGY SAVING CAPACITY

What is the laboratory of ideas?

The D4.1 AUDIT2MEASURE report summarizes the "laboratory of ideas" activity with high-level managers from industrial companies. The aim was to **understand decision processes and identify energy efficiency barriers. In each partner country**, 5-10 companies joined 2-3 hour meetings with project partners, including management, finance, legal, and CSR representatives.

Main findings from the laboratory of ideas:

- Companies implement energy-saving measures mainly to reduce costs.
- Energy audits rarely motivate companies to take action.
- Top management makes decisions on energy-saving measures.
- Energy-saving measures compete with other investment priorities.

Main barriers to Energy Saving Measures (ESM):

- High costs and long payback periods
- Competing investment priorities
- Lack of knowledge about new technologies
- Insufficient technical skills
- Low management awareness of energy issues
- No clear responsibility for energy initiatives
- Complicated financial support procedures for ESMs
- Practical barriers like space constraints and grid congestion

Main solutions to Energy Saving Measures (ESM):

- Increase financial aid and grants for long payback measures.
- Raise awareness of funding and incentives.
- Improve ESM knowledge, especially for small companies.
- Require ESM or data sharing to boost awareness
- Simplify incentive application procedures.

