



Gear@SME
Saving energy together

Experiences using energy scans in the Italian Use Case

Mattia Ricci, ENEA

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ROVERI BUSINESS PARK



Gear@SME
Saving energy together

- Located in the North-Est of Bologna
- Area: 2 kmq
- **~700 SMEs**
- Great potential for implementing the energy collective approach



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Common ambitions of SMEs

- A concrete need to **reduce energy costs** by SMEs
- Improving their overall **economic performance**
- A willingness to **invest** in Energy Efficiency Measures to achieve long-term savings
- Gaining awareness of the potential of energy efficiency interventions to improve the company's overall **competitiveness**
- Becoming aware of the importance of energy efficiency to **meet regulatory compliance requirements**



Evidence from energy scans

POSITIVE FEATURES

- The Energy Scan tool was highly appreciated because it provided a **detailed and customised report**, developed through on-site visits and discussions with company managers
- The Energy Scan is a **useful tool** to be adopted by the Trusted Partner **as a first 'lever' for energy efficiency**
- The Energy Scan is a **key tool to keep SMEs motivated** throughout the project duration
- Interest of SMEs to participate in **Renewable Energy Communities** as a collective measure proposed in the energy scan (as the synergy between the collective approach and energy communities is very strong)





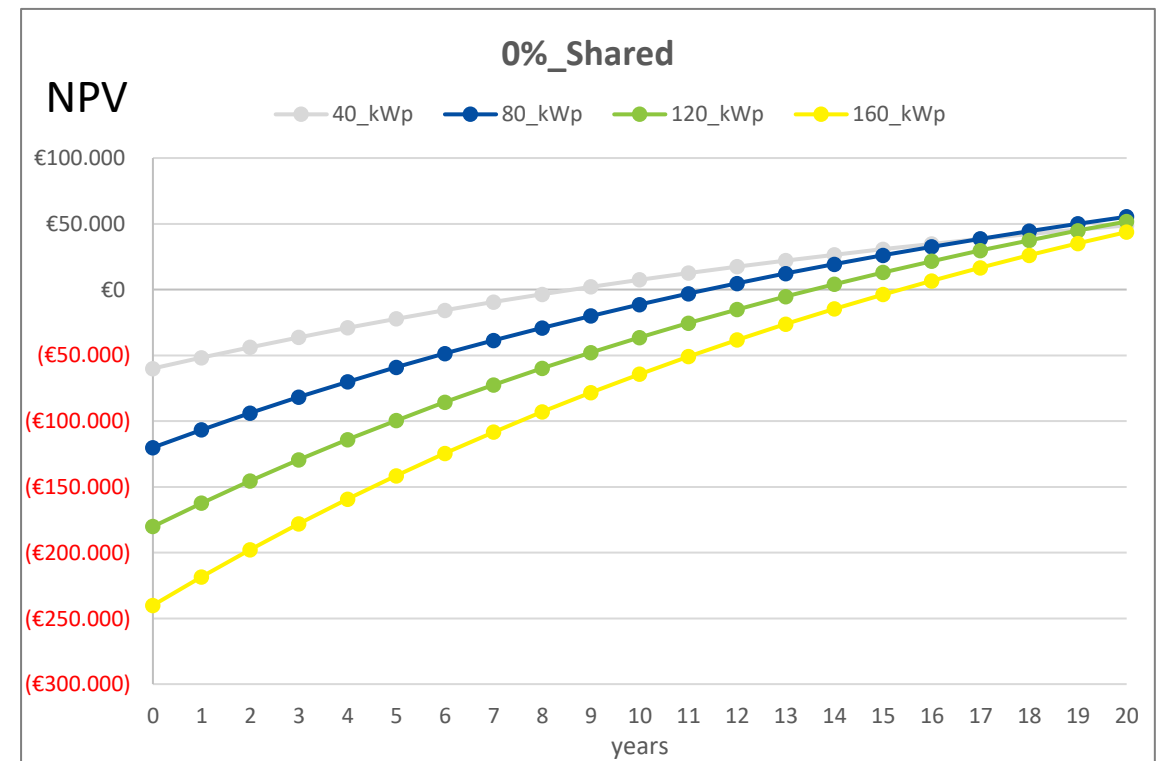
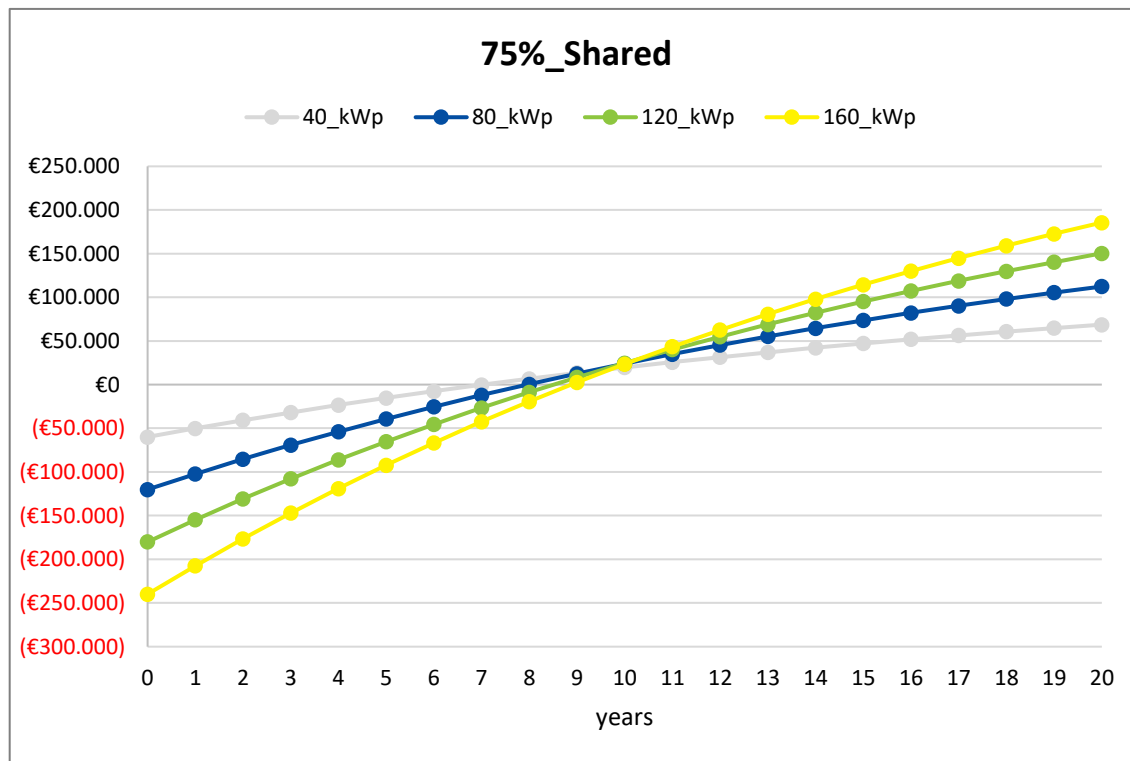
Evidence from energy scans

MAJOR CRITICALITIES

- **Follow-up of energy scans**
 - Measures with longer payback periods or more detailed feasibility studies are difficult to implement
 - Currently there are no incentives for carrying out an in-depth energy audit
 - White Certificates are only justified for interventions with very high investments



Renewable Energy Community



Energy Scans & TP's role

STAKEHOLDER	PROS	CONS
TRUSTED PARTNER	<p>High motivation and involvement</p>	<p>Lack of time and financial resources to engage SMEs and carry out networking activities</p>
	<p>Contact and communication activities for SMEs Survey of interest in the project Organisational support for promotional events</p>	<p>Lack of project application tools at an early stage At the beginning, the advantages of the GEAR@SME methodology were not clear due to the lack of specific tools</p>
	<p>Technical support by ESS to carry out energy scans or feasibility studies</p>	<p>Lack of technical skills by TP</p>

Lessons Learned

LESSON #1

Involving more SMEs by broadening the focus beyond energy efficiency



- ✓ Financial benefits
- ✓ Reliability and business continuity
- ✓ Achieving objectives towards decarbonisation

LESSON #2

Multiple concrete support activities to meet the needs of SMEs



- ✓ Energy scan adapted to SME type and size
- ✓ Data processing carried out with ad-hoc worksheets
- ✓ Preliminary analysis of energy efficiency measures with main technical-economic indicators

LESSON #3

TP need financial resources to successfully implement the collective approach

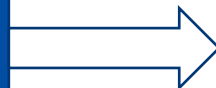


The project partners (PP) implemented energy scans due to lack of resources in terms of time, human, financial and technical expertise by TP



Lessons Learned

LESSON #4 **Targeted communication for successful communication**



The PPs relied on the TP and MO to communicate project activities because of their better knowledge of the SMEs in order to reach them more effectively

LESSON #5 **TP's activities and responsibilities must be adapted to the context**



- ✓ Collective approach innovative concept compared to the state-of-the-art of energy management in SMEs
- ✓ A significant paradigm shift is required
- ✓ Business parks are not widely developed
- ✓ The GEAR@SME methodology is flexible with respect to the roles and activities of the various actors and adapts to different contexts and situations
- ✓ 2 shopping centres for collective approach:
 - the participants are the shops
 - the manager of the shopping centre acts as TP



Summary of the main Lessons Learned

ACTIVITY	SUCCESS	DIFFICULTIES	LEARNING
Energy scan in SMEs from the Roveri Area and Ravenna Area	On-site visit at 9 SMEs to identify specific energy saving measures SMEs very open to telling their story and specific energy efficiency needs	Follow-up once the energy scan was over	Good “Leverage” to start energy efficiency activities
Starting the collective approach	2 networks of SMEs identified and quite active	Paradigm shift needed	Could be linked with Renewable Energy Communities
Synergies with other projects in the UC	Some activities were carried out together jointly to involve more SMEs	Do not “overload” SMEs!	Collaboration with other projects in the Area maximises the success of events and initiatives



Thanks for your attention!

