



# Horizon 2020 Programme Energy Efficiency Call

**Increase capacities for actual implementation of  
energy efficiency measures in Industry and Services**



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**I. Context in Europe**

**II. Support available in the H2020  
Programme of the European Commission**

**III. Examples of European projects  
supported by the European Commission**



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# Energy Efficiency Financial Institutions Group

Analysis of drivers across all company segments to create the necessary conditions for energy efficiency investments to flow in greater volume into industry and SMEs:

- **awareness of energy efficiency at key decision maker level** complemented by **strong leadership** and **high quality human capacity** offering a **clear business** case and baseline to deliver attractive risk-adjusted energy efficiency investment returns **(demand side)**;
- and regulatory stability, a strong supply of long-term finance coupled with the availability of reliable energy efficiency performance data together with clear and transparent monitoring and measurement of savings against a baseline (supply side).

Source: EEFIG Report (Feb. 2015) - <https://ec.europa.eu/energy/en/news/new-report-boosting-finance-energy-efficiency-investments-buildings-industry-and-smes>

How to improve energy culture of enterprise and their supply chain?

How to ensure that energy audit recommendations lead to actual implementation?

How to go from the boiler room to the board room?



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**“Tell me and I'll forget;  
show me and I may remember;  
involve me and I'll understand.”**

Source: IEE MOBI project - [www.mobi-project.eu](http://www.mobi-project.eu)  
promoting smart mobility to employees

# The Energy Efficiency Directive

The Energy Efficiency Directive (EED) was adopted in October 2012 with the aim to ensure the achievement of the 2020 EU target for energy savings.

In particular:

- Article 8 (energy audits and energy management systems)
  - **Audit obligation for large enterprises (art 8.4)**
  - **Support to the implementation of optional audits for SMEs (art 8.2)**
- Article 16 (availability of qualification, accreditation and certification schemes)
- Article 17 (information and training)
- Annex VI (minimum criteria for energy audits including those carried out as part of energy management systems)
  - *build, whenever possible, on life-cycle cost analysis (LCCA) instead of Simple Payback Periods (SPP) in order to take account of long-term savings, residual values of long-term investments and discount rates;*



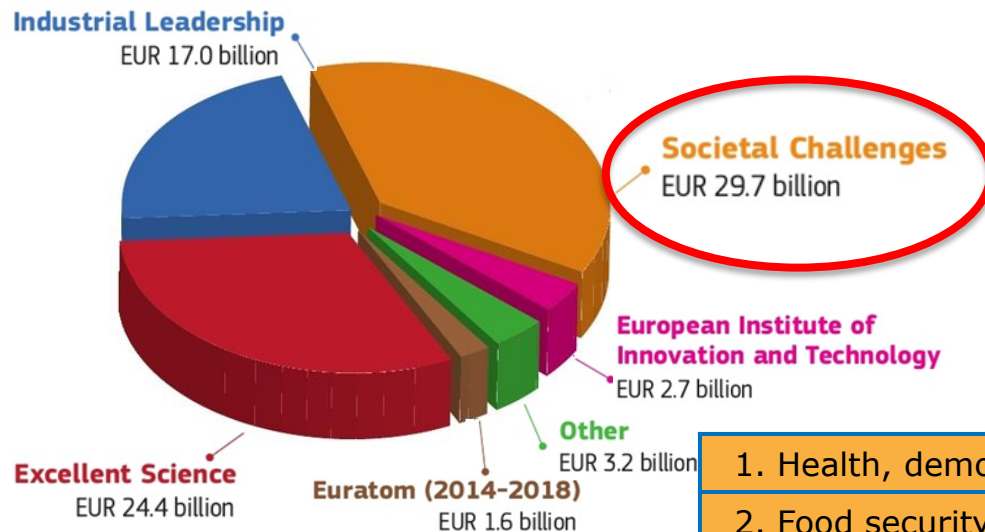
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# H2020 budget of nearly 80 billion € (2014-2020)



**Budget  
2014-20  
(EUR billion)**

1. Health, demographic change and wellbeing	7.5
2. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the Bioeconomy	3.9
<b>3. Secure, clean and efficient energy</b>	<b>5.9</b>
4. Smart, green and integrated transport	6.3
5. Climate action, environment, resource efficiency and raw materials	3.1
6. Inclusive, innovative and reflective societies	1.3
7. Secure societies	1.7







# Energy Efficiency

## Types of action



**Research & innovation**  
actions that establish new knowledge or develop more energy-efficient technologies and solutions.

*EU funding rate: 100%.*



**Innovation**  
actions that demonstrate the viability of new technologies and solutions or support their first deployment in the market.

*EU funding rate: 70%.*



**Coordination & support**  
actions\* that improve skills, mobilise large-scale investments or facilitate EU policy implementation.

*EU funding rate: 100%.*

## Funding areas



**Heating &  
Cooling**



**Consumers**



**Buildings**



**Industry,  
Services &  
Products**



**Innovative  
financing for  
Energy  
Efficiency**



## **EE-15: Increasing capacities for actual implementation of energy efficiency measures in industry and services**

**Scope: proposal should focus on one of the following topics:**

- **Capacity building** programmes for qualified and/or accredited **experts carrying out energy audits** to ensure that they include the necessary financial and technical data which allows decision-makers and financiers **to make informed decisions on implementing the energy saving measures identified**; this could include the integration of LCCA (Life Cycle Cost Analysis) or NPV (Net Present Value) in energy audits.
- **Staff trainings and capacity building** programmes to enhance **corporate policy** towards energy efficiency, **energy culture** (motivations, behavior change, mitigation of perceived risks and barriers) and **sustainable supply-chain initiatives**. All actors (from decision makers/corporate board members to employees in each department including purchase) should be targeted.



## **EE-15: Increasing capacities for actual implementation of energy efficiency measures in industry and services**

- Contribution from the EU between 1 and 2 million
- Impacts:
  - Primary Energy Savings triggered by the project within its duration,
  - Market stakeholders with increased skills/capability/competencies and long-lasting training tools,
  - Number of people/enterprises with enhanced energy culture documenting why and how changes are an effect of particular measures taken, as well as in terms of the sustainability of the behavioral change.
- Eligibility:
  - At least 3 legal entities shall participate in an action,
  - Each of the three legal entities shall be established in a different member State or Associated Country,
  - All three legal entities shall be independent of each other within the meaning of Article 8 of the Rules for Participation.

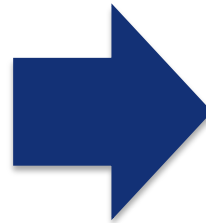


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Projects focusing on behavior change in businesses (transport, buildings, industry) but also final consumers, citizens, local authorities...



## **IEE (2007-2013)**

- € 730 million
- 500+ projects

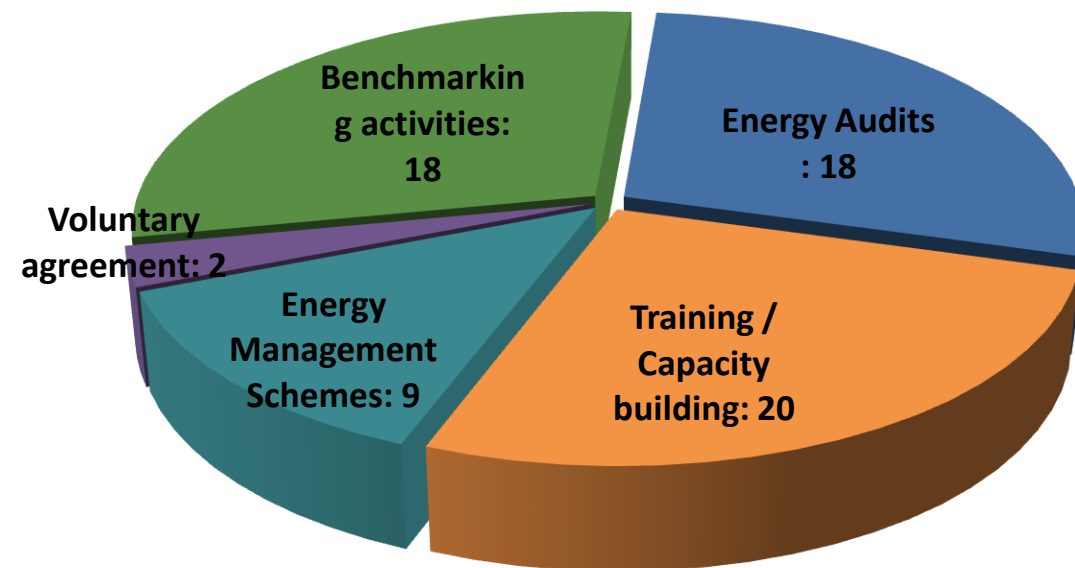
## **Horizon 2020 (2014-2020)**

- € 80 bn in total for R&I
- € 6 bn for energy

# Type of projects supported in the field of Industry and Businesses (2003-2013)

Nr. of selected projects by activities

Total: 46



*\* Several instruments could be included in a single project*

Involvement of **National/European Sectorial associations and federations:**

Textile (SET/SESEC), Chemical sector (SPICE<sup>3</sup>), Plastic production (EuPlastVoltage), Agro-food (TESLA), tannery and footwear (IND-ECO)

Involvement of **business associations** and **national Chambers of Commerce** (STEEEP, EUREM Network)

## Example: European Enterprises' Climate Cup (Call 2013)

<http://www.enterprises-climate-cup.eu/>

EECC aims at increasing energy efficiency in SME's offices by **empowering employees** and motivating for their behavioural change in energy consumption.

It aims to create a **competition** where 30 companies for each 10 country compete against each other in order to be national energy champion or one of the European champions.

All companies appoint one "**energy agent**" who is trained and responsible for the implementation of energy saving measures and for entering his/her company's data into an online energy management tool.

**Starting date:** 27/02/2014 (30 months)

**Total Budget:** 1.882.752€  
EC Contribution: 1.412.062€

**Coordinator:** co2online gemeinnützige Beratungsgesellschaft mbH (Germany)

**Partner countries:** Germany, Spain, Latvia, Austria, Bulgaria, Malta, Denmark, Ireland, France, Italy.

### Impacts:

- At least 300 SMEs (10.000 employees) participating in a EU competition with the aim to increase EE in offices;
- At least 10 audited SME per country, 7% reduction of energy consumption and approx 7,362 t CO<sub>2</sub>/y GHG reduction.





# Support and Training for an Excellent Energy Efficiency Performance (Call 2013)

[www.steeep.eu](http://www.steeep.eu)

The STEEEP project provides 630 multi-sector SMEs with **tailored training and guidance on energy management tools and practices** targeted towards specific national and regional needs.

European energy benchmark with a final report on SMEs energy efficiency performance and best practices

**Extended EU network of trained CCI energy advisors** with deepened knowledge of energy management tools and their implementation in SMEs

**Starting date:** 01/03/2014 (36 months)

**Total Budget:** 2,733,945 €

**EC Contribution:** 2.050.458 €

**Coordinator:** Eurochambre (Belgium)

**Partner countries:** Austria, Belgium, Spain, France, Italy, Estonia, Hungary, Latvia, Romania, Croatia, UK.

## Impacts:

- 315 thematic workshops , 3.935 hours spent in 630 SMEs to follow-up on energy pre-checks and to coach SME staff on effective energy management, Energy help in 8 participating countries, 7 Local Energy Communities
- At least 2% of energy savings per year for the 630 SMEs involved.

## EUREM Network (Call 2003, 2006, 2012)

[www.energymanager.eu](http://www.energymanager.eu)

European energy manager training programme developed and implemented in more than 20 European countries

### Approach:

- **Training** sessions
- **Coaching** of the participants
- Establishment of a tutor system, whereby each participant is supported in the **development of the energy concept for their company** by one member of the trainer pool.
- written test.
- Organising a final presentation of the results of the energy concepts as part of the examination.

**Coordinator:** Nuremberg Chamber of Commerce and Industry (Germany)

- EUREM project (2003-2005) : European Energy Manager training program developed and implemented in 4 countries: AT, DE, UK, PT.
- EUREM.NET project (2006-2009) – further development and extension of the training program to 9 EU member states: FR, IT, FI, PL, ES, GR, CZ, EE, SI.
- EUREM Plus (2013-2015): training transferred to 6 countries: BG, CY, HR, MK, PL, RO.

**2000+ trainees saving 60 million  
€/year**



## Example: STEAM-UP project (Call 2014)

[www.steam-up.eu](http://www.steam-up.eu)

The project focuses on **steam** (with possible roll out of the method to other areas like electro motor systems).

It aims to develop a tailor-made steam audit tool as well as **training schemes** for 400 energy managers and auditors. 75 companies will then be audited and the development of **business cases** is foreseen, including **non-energy benefits**.

A **participatory approach** is proposed, involving **enterprise (top)-management**.

Companies would contribute to 50% of the audit costs.

**Starting date:** 01/03/2015 (36 months)

**Budget:** 1.528.654€

**Coordinator:** Energy Experts International (Netherland)

**Partners:** Auditing companies and Energy Service Companies (ESCOs)

**Partner countries:** Netherlands, Czech Republic, Germany, Spain, Austria, Italy, Greece, Denmark.

# Information Resources

- *EASME Energy Efficiency webpage:*  
<http://ec.europa.eu/easme/en/energy>
- *Practical information on H2020:*  
<http://ec.europa.eu/programmes/horizon2020/en/how-get-funding>
- *For all questions on the energy efficiency call:*  
[EASME-Energy@ec.europa.eu](mailto:EASME-Energy@ec.europa.eu)
- *National Contact Points:*  
[http://ec.europa.eu/research/participants/portal/desktop/en/support/national\\_contact\\_points.html](http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html)



**Thank you for your attention!**



**ENERGY**



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