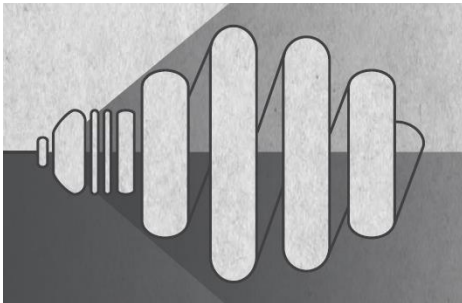




## **PRESENTATION by Michael Steurer**

Paris, 27 November 2014



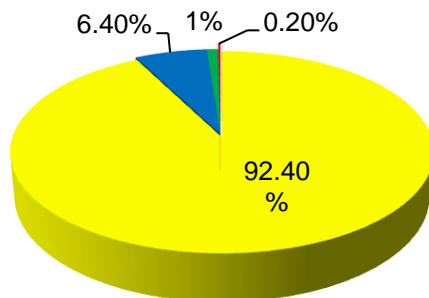
## **SMEs and energy efficiency Importance, Characteristics and Needs**



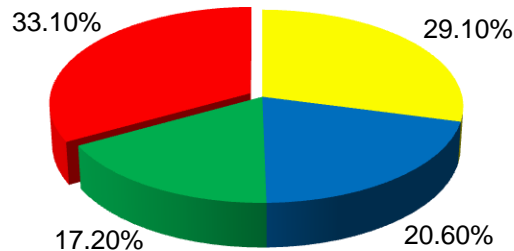
# Do SMEs matter?

## Economic importance

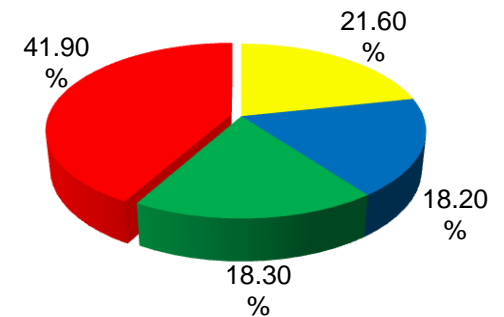
total number



employment



value added

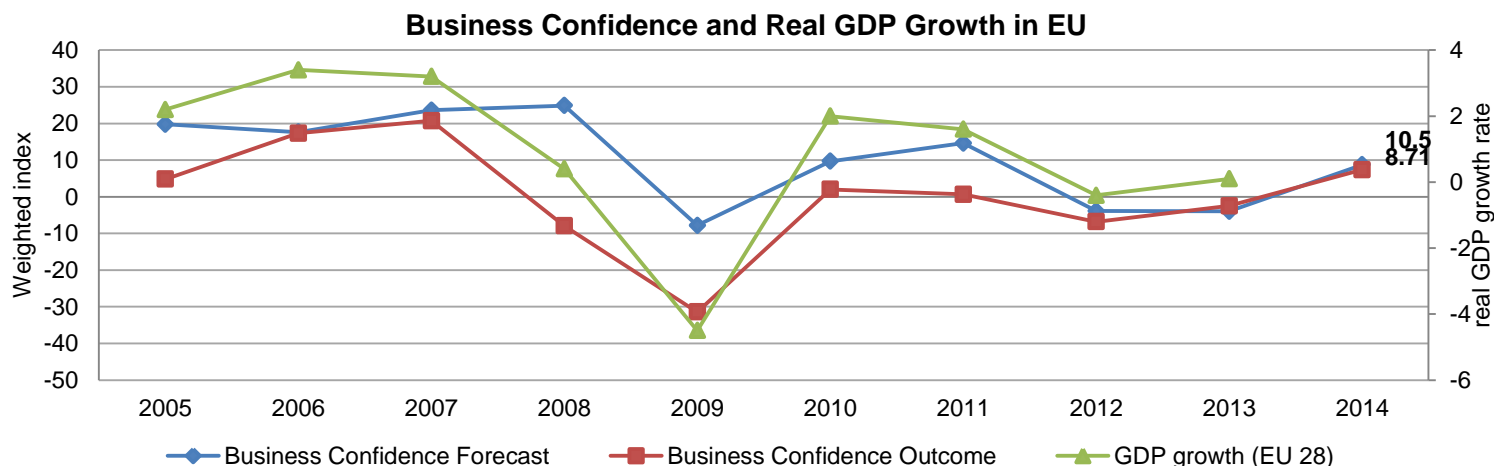


■ Micro ■ Small ■ Medium ■ Large



# SMEs' challenges

## EUROCHAMBRES economic survey 2014

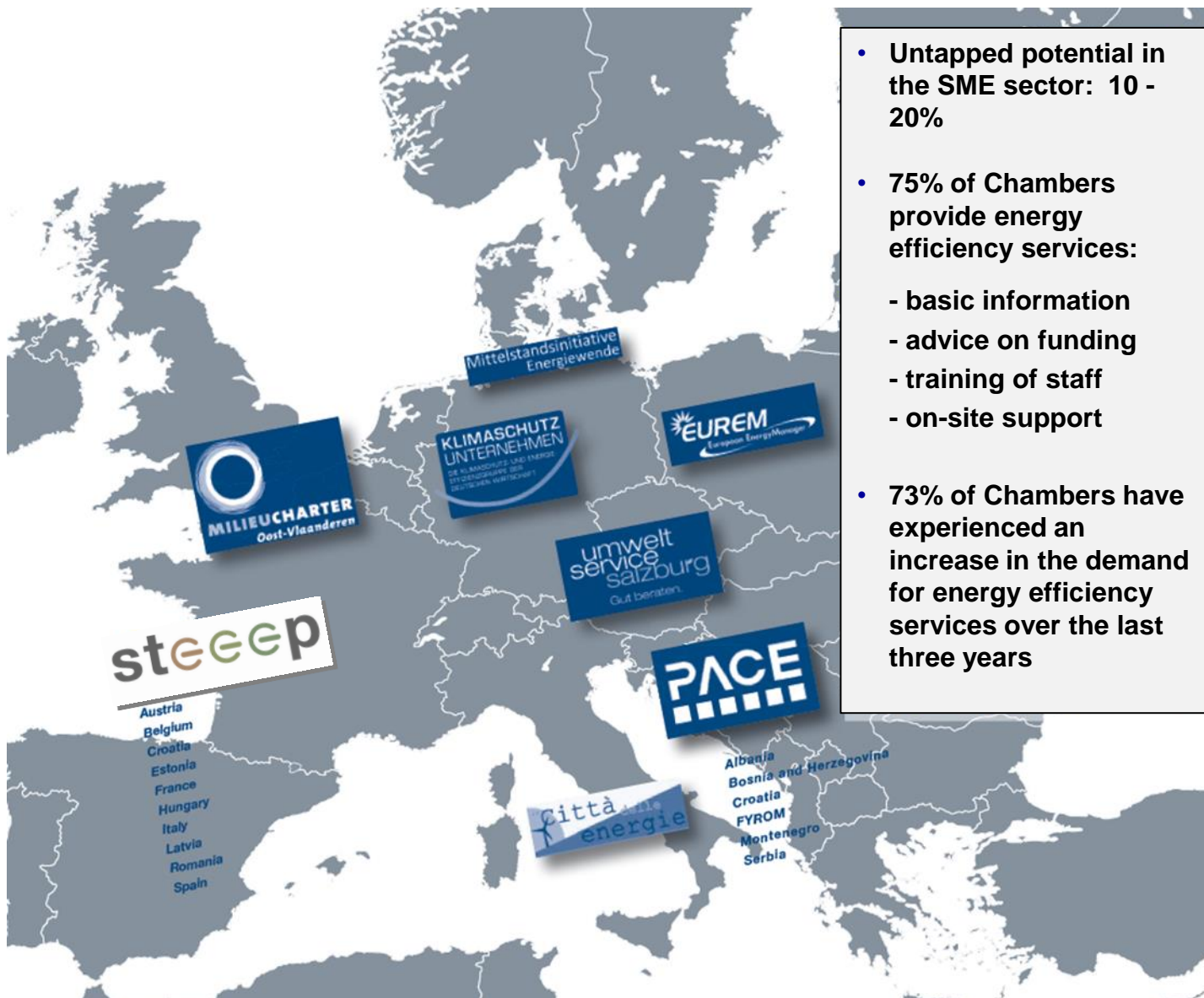


### Challenges to SME confidence

domestic demand  
economic policy conditions  
exchange rates financing conditions  
foreign demand labour costs  
lack of skilled workers  
prices of energy and raw materials



# Chamber activities on EE



- **Untapped potential in the SME sector: 10 - 20%**
- **75% of Chambers provide energy efficiency services:**
  - basic information
  - advice on funding
  - training of staff
  - on-site support
- **73% of Chambers have experienced an increase in the demand for energy efficiency services over the last three years**



# Motivation and criteria for SME investments

## **Motivation** (in descending order of importance)

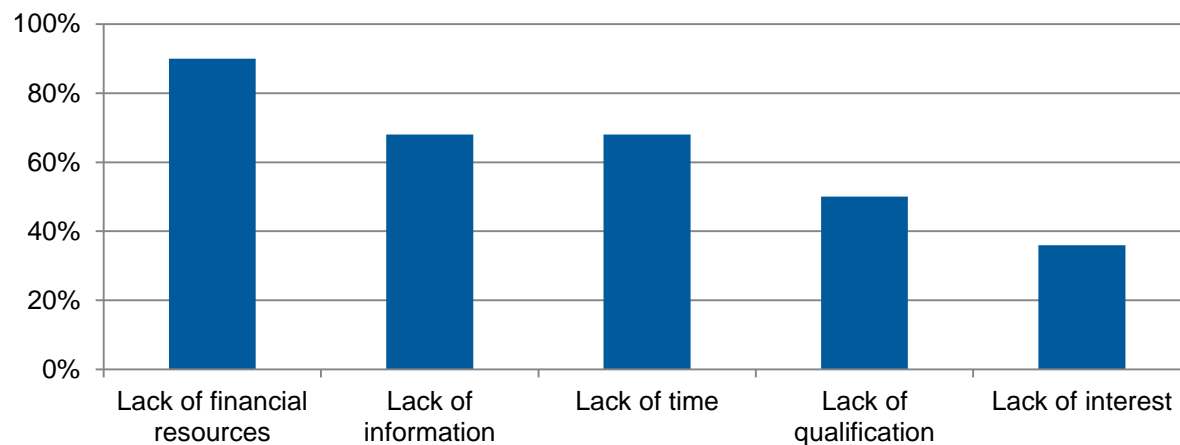
1. Reduction of energy bill
2. Environmental considerations (climate change)
3. Improve image
4. Increase safety of operations
5. Increase value of building through efficient facilities
6. Improve product quality

## **Criteria**

- Payback time
- Financial support (subsidies)
- Availability and attractiveness of financial products
- Anticipated development of energy prices
- Share of energy costs in total production costs

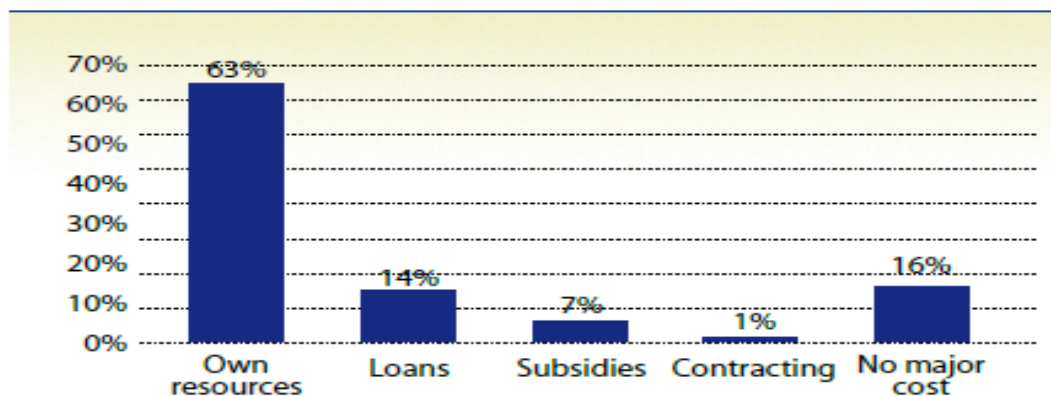


# Obstacles for SMEs to invest in EE



Source: EUROCHAMBRES survey 2014

## Funding sources for energy efficiency measures



Source: EUROCHAMBRES survey 2010



# What do SMEs need?

- **Overview (energy audits) and information on potential**
- **Financial support and financing instruments**
- **Time (on-site support)**
- **Expertise (training)**
- **Motivation (clear projection on cost savings)**
- **Stable policy framework**



**Thank you for your attention.**

## **CONTACT DETAILS**

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