

Key strategies to support SME programme design based on research for the Policy Pathway

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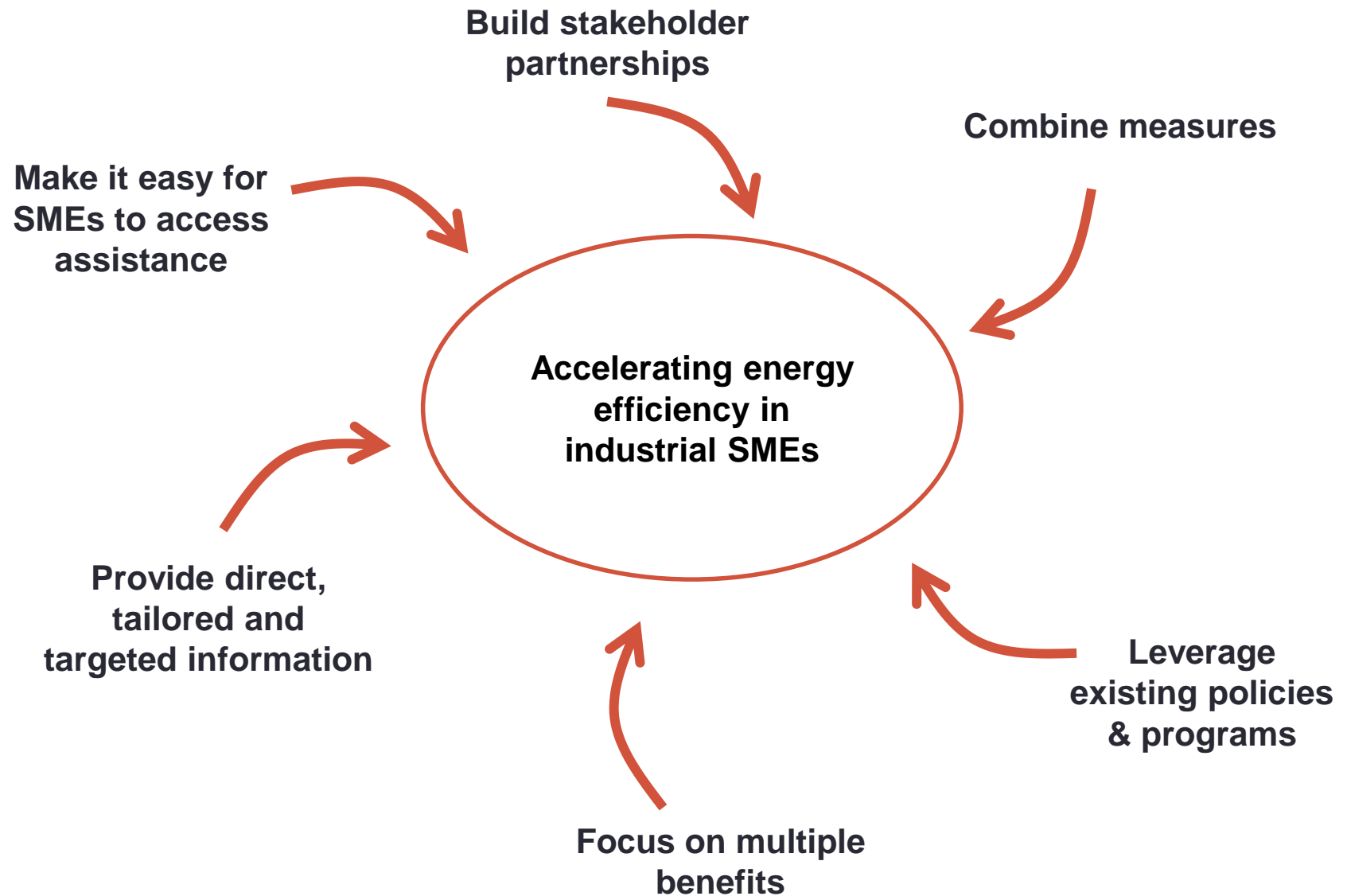
Director, Sustainable Business

Accelerating energy efficiency in industrial SMEs
Workshop

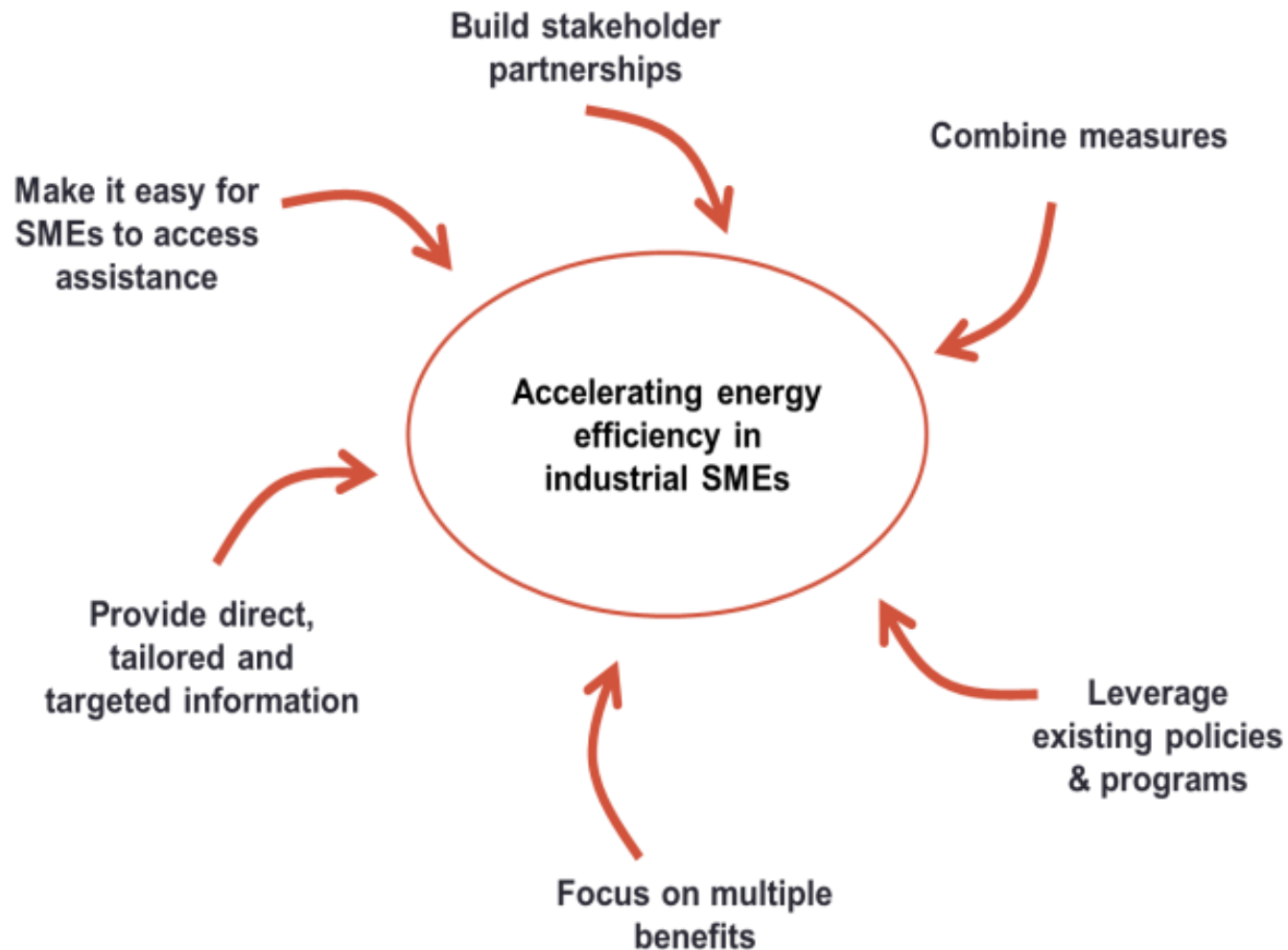
International Energy Agency Headquarters, Paris

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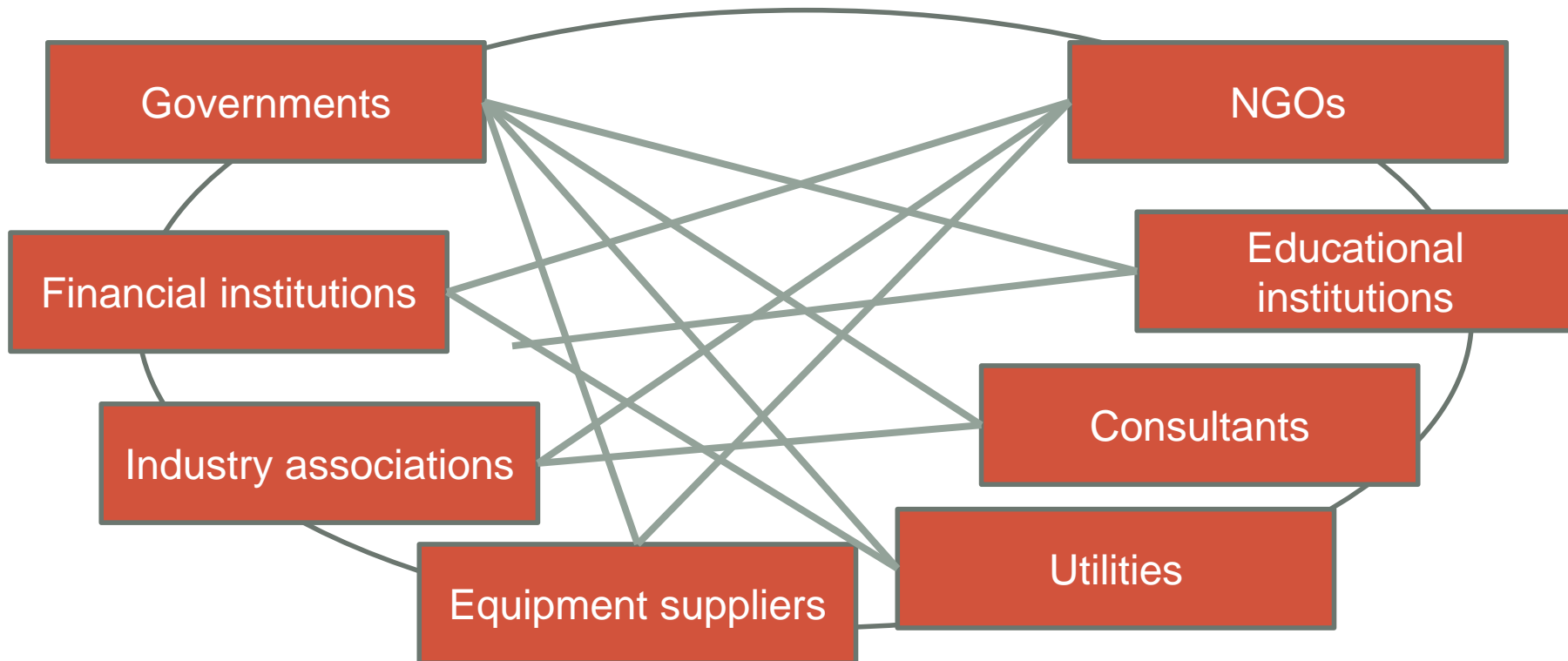


6 key strategies



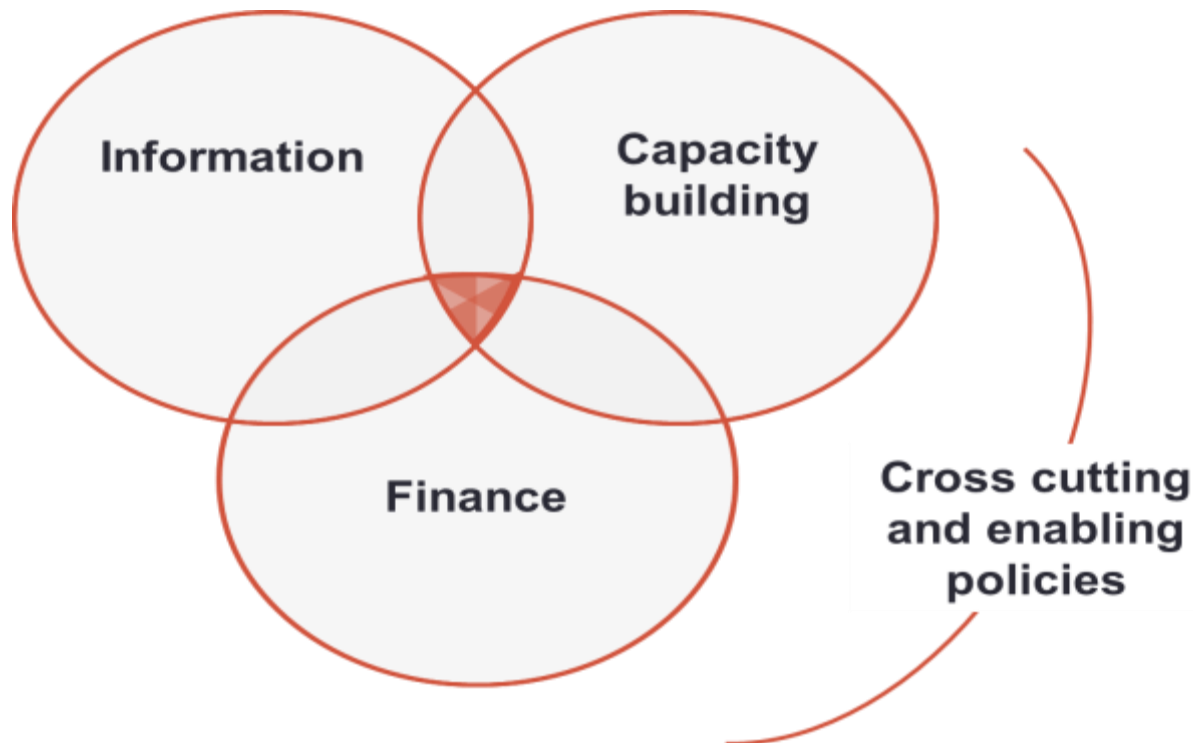
1. Build stakeholder partnerships

- Individual organisations acting alone are limited in their ability to influence energy use in the large number of heterogeneous SMEs.



2. Combine measures

- Barriers to energy efficiency improvement in SMEs are significant, interconnected and persistent. Therefore, an integrated approach to programme design is essential.



3. Leverage existing policies and programmes

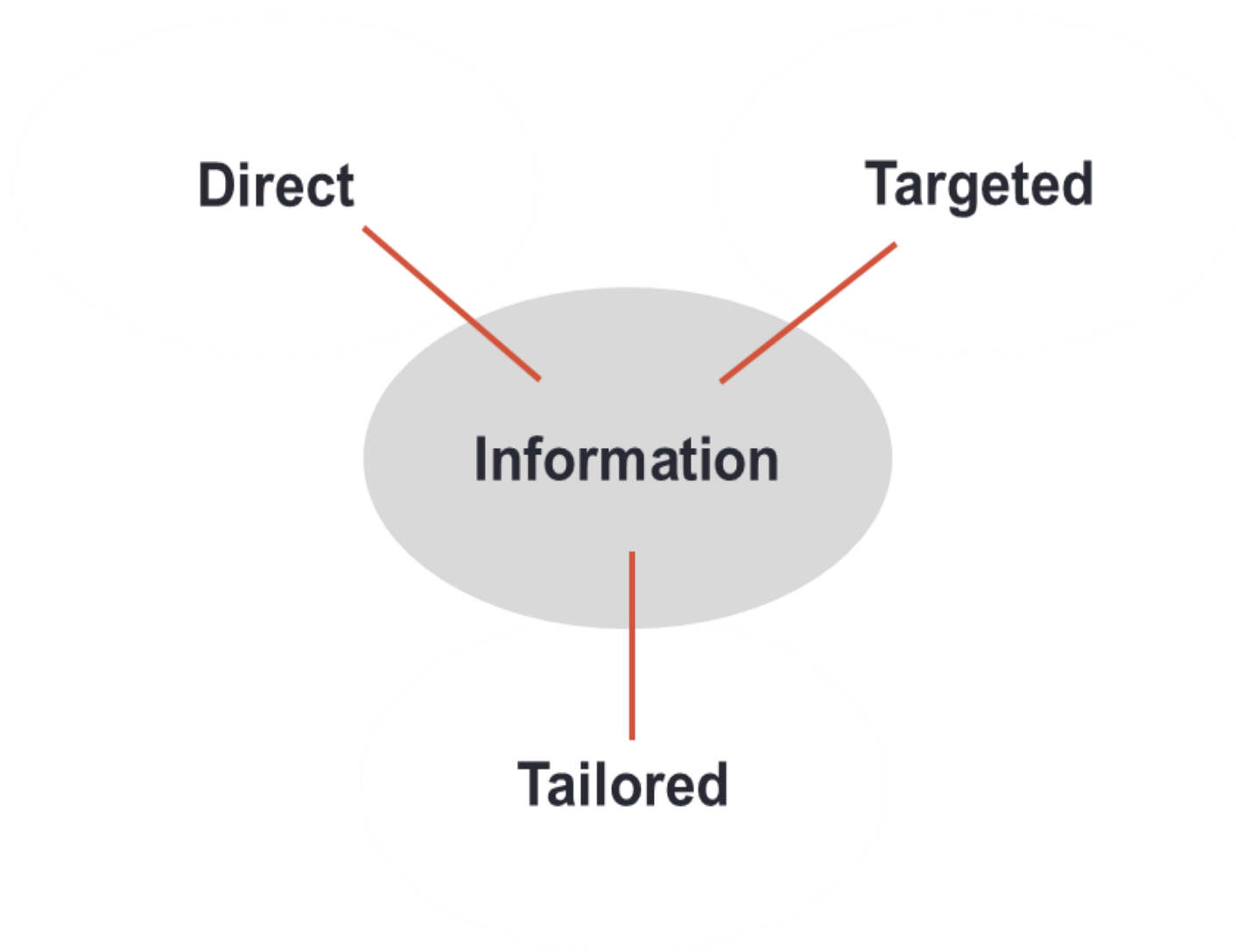
- SME energy efficiency programmes can promote and partner with other programmes to deliver enhanced outcomes for SMEs.

4. Focus on multiple benefits – not just energy savings

- Example:
 - Glassware company involved in Ikea's supply chain energy efficiency programme
 - **Output** of one product increased from 900 to 1,050 pieces and the **quality** rate increased from 75 to 80 percent
 - **Output** for another product output increased from 1,200 to 1,350 pieces which reduced the **product cost** by 12.5 %.
 - The initiative **reduced greenhouse gas emissions** by 35% between 2009 and 2010

Source: Quantifying non-energy benefits of a carbon reduction initiative for a glassware company (Willoughby et al. 2011)

5. Focused communication



6. Make it easy for SMEs to access assistance

6 key strategies

