
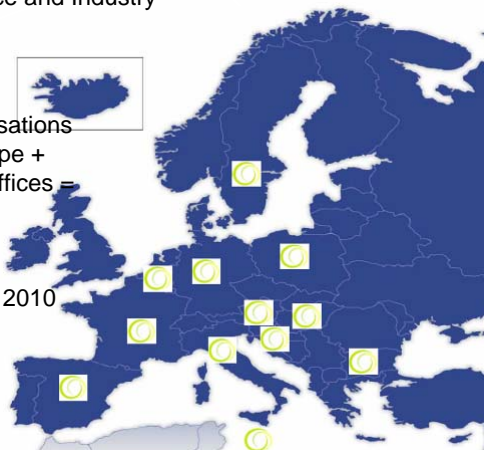





## Energy Efficiency for SMEs – The CHANGE project


18.01.2011  
Ben Butters


	<h3>CHANGE FACTS &amp; FIGURES</h3>
	<ul style="list-style-type: none"><li>• Designed to help SMEs optimise their energy use by developing a European network of Intelligent Energy advisors at Chambers of Commerce and Industry</li><li>• Coordinated by EUROCHAMBRES and involved Chamber organisations from 12 countries in Europe + participation of regional offices = network of 61 CHANGE partners</li><li>• From Sep 2008 – August 2010</li><li>• Budget of 2,6 Mio EUR</li></ul>  <p>ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>


	<h2 style="text-align: center;">CHANGE OBJECTIVES and MAIN ACTIVITIES</h2>
	<p>I) To build capacity and create a <b>European network of CCI advisors on intelligent energy topics</b>: “first port of call” for SMEs.</p> <ul style="list-style-type: none"> <li>• CCI advisors gain basic knowledge in intelligent energy topics in training days (EU + national level)</li> <li>• Follow-up exchange of experience meeting</li> </ul> <p>II) To kick-start/enhance <b>assistance to SMEs</b> to optimize their energy use</p> <ul style="list-style-type: none"> <li>• Facilitate access to information</li> <li>• Carrying out an facilitate energy pre-checks</li> <li>• Survey among businesses on energy efficiency</li> </ul> <p style="text-align: right; font-size: small;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>

	<h2 style="text-align: center;">CHANGE OUTCOME and RESULTS</h2>
	<ul style="list-style-type: none"> <li>• <b>276</b> Chamber advisors participated in training</li> <li>• <b>61</b> websites with information for SMEs on energy</li> <li>• <b>470</b> published articles on energy topics in <b>11</b> languages</li> <li>• <b>330</b> events with more than <b>12.000</b> participants</li> <li>• <b>670</b> energy pre-checks conducted or facilitated</li> </ul> <p style="text-align: right; font-size: small;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>

	<h2 style="text-align: center;">CHANGE PUBLICATIONS</h2>
	<ul style="list-style-type: none"> <li>• <b>Survey</b> on “Energy Efficiency in SMEs: Success Factors and Obstacles”</li> <li>• Data from over <b>2000 SMEs</b> in 12 European countries</li> <li>• Main survey findings: <ul style="list-style-type: none"> <li>→ Energy expertise is lacking in smaller companies</li> <li>→ Cost savings are the main incentive for energy efficiency</li> <li>→ Financial factors are the main obstacles to investments in energy efficiency</li> <li>→ Energy audits are useful, but still not widely used</li> <li>→ Use of energy controlling should be further promoted</li> </ul> </li> <li>• <b>Reference manual:</b> ‘Advising SMEs on energy – a reference manual for business organizations’</li> </ul> <p style="text-align: right; font-size: small;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>

	<h2 style="text-align: center;">CHANGE PREPARATION of the PROPOSAL</h2>
	<p>How we submitted the proposal</p> <ul style="list-style-type: none"> <li>• Chamber energy experts network – first brainstorming</li> <li>• Drafting of project contents together with interested partners from national Chambers</li> </ul> <p>Any tips?</p> <ul style="list-style-type: none"> <li>• Very time intensive – start as quickly as possible</li> <li>• Make use of offer by EACI for pre-proposal check at early stage</li> <li>• Start budget calculations at early stage</li> </ul> <p style="text-align: right; font-size: small;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>

	<h2 style="text-align: center;">CHANGE IMPLEMENTATION of the PROJECT</h2>		
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top; border: none;"> <p style="text-align: center;"><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• 12 countries, 61 partners</li> <li>• Changing national context</li> <li>• Different levels of expertise and language ability</li> </ul> </td> <td style="width: 50%; vertical-align: top; border: none;"> <p style="text-align: center;"><b>SUCCESS FACTORS</b></p> <ul style="list-style-type: none"> <li>• Homogenous group of partners</li> <li>• Strong links to target groups</li> <li>• Effective communication and dissemination</li> <li>• Simple concept: not too abstract</li> </ul> </td> </tr> </table> <p style="text-align: right; font-size: small; margin-top: 20px;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>	<p style="text-align: center;"><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• 12 countries, 61 partners</li> <li>• Changing national context</li> <li>• Different levels of expertise and language ability</li> </ul>	<p style="text-align: center;"><b>SUCCESS FACTORS</b></p> <ul style="list-style-type: none"> <li>• Homogenous group of partners</li> <li>• Strong links to target groups</li> <li>• Effective communication and dissemination</li> <li>• Simple concept: not too abstract</li> </ul>
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	<h2 style="text-align: center;">CHANGE EXPERIENCE</h2>
	<ul style="list-style-type: none"> <li>• Experience gained allows advisors to increase services to SMEs</li> <li>• Benefits of working at EU level       <ul style="list-style-type: none"> <li>→ Creating a European network</li> <li>→ Learning from various experiences</li> </ul> </li> </ul> <p>Any tips?</p> <ul style="list-style-type: none"> <li>• Advisor training - take into account language skills &amp; level of experience       <ul style="list-style-type: none"> <li>→ Combination of joint training at EU level and national training sessions</li> </ul> </li> <li>• Always consider regional aspects – for all activities</li> <li>• Information on funding of great interest to businesses</li> </ul> <p style="text-align: right; font-size: small; margin-top: 20px;">ASSOCIATION OF EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY</p>



# CHANGE

Chambers promoting intelligent energy for SMEs

<http://www.eurochambres.eu/change>

## Co-ordinator:



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## Project partners:

The Austrian Federal Economic Chamber – Austria



The Federation of Chambers of Commerce and Industry of Belgium - Belgium



The Bulgarian Chamber of Commerce and Industry - Bulgaria



The Mälardalen Chamber of Commerce Service AB – Sweden



The Croatian Chamber of Economy – Croatia



DIHK, Germany



Service GmbH

The High Council of Official Chambers of Commerce, Industry and Navigation of Spain - Spain



The CCI Marseille-Provence, France



Hungarian Chamber of Commerce and Industry (HCCI) - Hungary



Unioncamere, the Italian Association of the Chambers of Commerce, Industry, Handcraft and Agriculture - Italy



The Malta Chamber of Commerce, Enterprise & Industry - Malta



The Polish Chamber of Commerce - Poland



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