



# **Experience Regarding Communication from Carried Out Energy Efficiency Projects in SMEs**

# Agenda

- Summary of the study
- Four projects highlighted - good examples
  - Geronimo
  - Change
  - Foundrybench
  - Mobilize Energy Aware
  - International energy award (DENA)
- Results and analysis
- Group discussion

# Main purpose of study

- Identify and learn from energy efficiency projects in SMEs.
- Communication as the main tool.
  - Communication as a key measure in achieving energy efficiency
  - Remember, communication is not only "sending" but also "receiving" information.
- 12 projects where evaluated
  - Variety of sectors and different communication tools.

# Geronimo

- Target group → dairy farmers
- 7 MS participated
- Communication; sector specific information,
- Offered; technology, tools and financial support.
- Bottom-up approach and user-centred web-based platform - 1300 registered members.

## Result

- 80 % participating farmers implemented energy efficient practise
- 1600 kWh energy savings per farm just in the first year

# Change

- Main purpose; create a network of intelligent energy advisors
- 12 MS participated
- Communication; through information, education and other events the goal was to be a bridge between SMEs and the existing markets in the field of energy efficiency.
- The network trained advisors and created a platform for cooperation, learning from others and exchange experience.
- Loads of publicity -> e.g. 470 articles in 10 different countries.
- Results; almost 2200 SMEs participated in a survey -> 50% of those SME's reduced energy consumption with at least 10%.

# Foundrybench

- Target group -> energy efficiency in foundries
- 7 MS participated
- Communication; concrete examples and benchmarking tools was created.
- Online database with collection of data -> identification of foundries energy consumption.
- Compilation of good practice guide.
- Surveys show that foundries save up to 25% energy use by doing energy audits -> profitability of 1-2 % -> Loads of money!

# Mobilize Energy Aware

- Main purpose; bring behavioural change in SMEs in the use of energy -> adopting more energy-intelligent working (and living) patterns
- 3 MS participated
- Communication; motivate staff to donate energy cost savings to charity -> "Donate Your Energy"
- Website including forum, newsletter and online energy awareness questionnaire was created.
- Result; four participating SMEs -> more than 400 tonne CarbonDioxide reductions

# General conclusions in projects

- Few projects with evaluated effects to be found
  - Two out of twelve projects had figures on estimated energy savings
- Effects from the projects where shown in other ways;
  - Number of visits on projects webpage
  - Number of communication activities
  - Number of contacts with different target groups



# General conclusions in report – the key to success!

- Adjust communication strategy and measures to fit your target group – know your target group.
- Use simple and clear message
- Develop sector specific tools
- Potential of an updated website!
- Use well know (to your target group) channels to communicate
- Be creative and support information with action
- For long lasting results – target top management
- Adress multilingual, multicultural and geographic challenges
- Collaborate!
- Although length of project, consider long-term goals

# Discussion!

**What are the reasons for not finding SME communication projects with evaluated results in terms of energy efficiency?**

1. Mission impossible? -> Can you ever evaluate the actual impact of information and communication projects?
2. Difficulty in collaboration between countries? -> Too many barriers? (language, culture, policies, energy prices etc.)
3. Projects are not made to be monitored? -> poor planning?
4. Are there any good examples of projects in your country?

**Discuss the questions above and come up with ideas where these barriers can be removed and/or reduced.**

# Thank you!

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