



Supporting Small Businesses in the Green Energy Field

Newsletter 3 August 2011



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SUCCESS STORIES — find European best initiatives to enlarge the market of Green energies in the ONLINE TOOLBOX

Editorial

Two of the three years running PROMETHEUS project have gone. A lot of interesting contacts to small businesses, their managing associations, public authorities and other stakeholders in the field of green energies have taken place.

We found a lot of opportunities as events, workshops, meetings, trainings, personal information trade shows and many more to spread our ideas to enlarge the market of green energy services and to support small businesses in this field.

The third newsletter - rather a news"booklet" can only provide a small overview on actions, carried out by PROMETHEUS partners in the last month.

Please take a glimpse at our website and read more about local activities in the past and in the future.

The PROMETHEUS Project keeps running 9 month. We are in the phase implementing our results in trainings and workshops.

Please don't hesitate to contact your local contact point in any case we could support you improving your business and enlarging the market of green energies.

Iris Reiner, AEE

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NEW PROMETHEUS PUBLICATION: The Booklet of Shining Examples & Recommendations is now available!

During the last month PROMETHEUS partners worked intensely on the finalization of the booklet of shining examples and recommendations. This booklet is a summary report on the analysis of more than 50 analysed successful initiatives to enlarge the green energy market and to strengthen the SMEs, working in the field of renewables and energy efficiency. It provides information on ten shining examples, also replicable to improve the market for Small Businesses working in the field of Green Energies in YOUR region.

Additionally it describes the specific aspects that contributed to the success of the presented examples, resulting in a list of recommendations.

The presented booklet gives an overview of programmes, projects and policies discovered in 11 European countries in the course of the PROMETHEUS project. It is targeted at SMEs and the Chambers or Networks that represent their interests.

The booklet is designed to give a taste of projects and activities carried out throughout the EU to help strengthening SMEs in the market of green energy services and renewable energy systems.

The booklet is available in English, Italian, Spanish, Romanian, French, German, Bulgarian, Swedish, Hungarian and Slovenian language.

You can download the booklets from the PROMETHEUS website or you can order a hardcopies directly at the PROMETHEUS partners' offices.

Iris Reiner, AEE



www.prometheus-iee.eu/deliverables.aspx

DO YOU KNOW OUR "TOOLBOX"?

Find more than 50 replicable success stories to enlarge YOUR market of Green SMEs

The "toolbox" is an online database, which contains detailed information on all the best practice examples of successful programmes to support the Green Energy market, found throughout eleven European countries.

It was designed to offer answers and solutions to green small businesses and the bodies that represent them. More than 50 examples are available in the toolbox on the project website, which allow interested users to find replicable activities all over the European territory.

The user of the toolbox can choose between three search criteria – keywords, country and type of energy service. If you want to search more precisely you can switch to "advanced search" and search by four more criteria – bio geographical region, the final user, the field of initiative and by whom the initiative was implemented.

The structure of the best practise summaries has been adapted completely to attract the visitor. The interested visitor now learns at a first glimpse and in a few sentences:

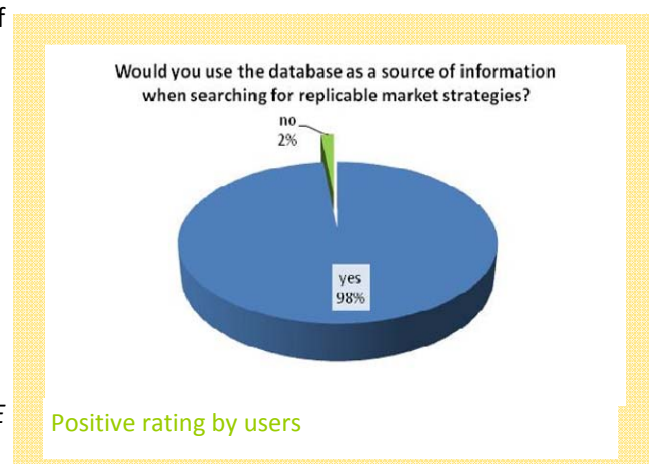
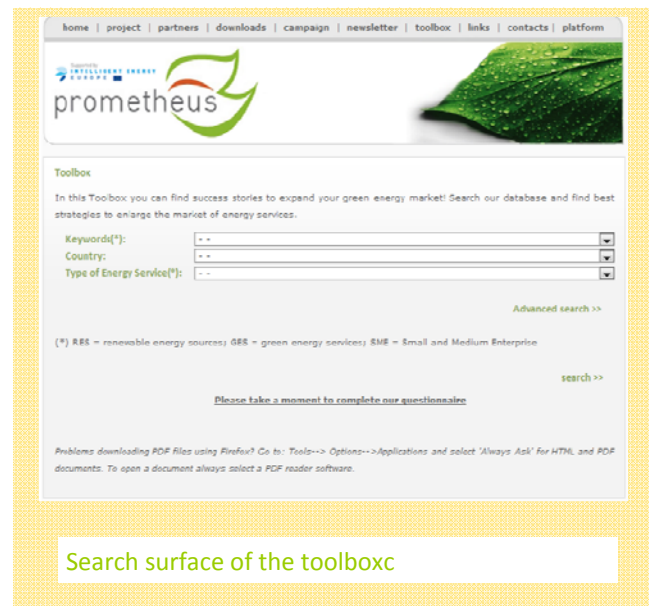
- What was the principle aim of the initiative
- What is the initiative all about?
- What is the impact on the SMEs ?

Followed by contact details and the link to a downloadable pdf of the detailed description of the initiative.

The feedback gathered from 120 toolbox testing persons of the target group brought a very good resonance on the toolbox.

- 95% are happy with the search- interface and the search criteria
- 98% find the results useful and would use the toolbox for searching replicable initiatives.

Iris Reiner, AEE



[www. prometheus-iee.eu/toolbox.aspx](http://www.prometheus-iee.eu/toolbox.aspx)

LOCAL DIFFUSION OF SUCCESSFUL PROGRAMMES AND RECOMMENDATIONS

Prometheus partners worked on strategies to disseminate the results elaborated during the search and analysis of best practise examples and recommendations.



We started to inform the target audience by email, website, newsletter, distribution of booklet of SHE examples, social networks like facebook, polite letters to inform about the toolbox, local meetings and workshops with market actors and decision makers from private and public bodies (associations of Green Energy SMEs, local governments, public authorities, banks etc).

More than 280 actors and decision makers in the field of green energy services followed the invitations of local Prometheus energy experts in the last 6 month to hear more about strategies to enlarge the renewable energy market.

These actions have been of high importance in terms of improving the ability to expand the green energy service market.

Iris Reiner, AEE

Local meetings with market actors and decision makers in order to support the RES and energy service market enlargement

title of the meeting	organising par	location	date
Successful initiatives at national level in green energy field	EBEH	Heraklion, Crete - Greece	8 March 2011
Presentation of new possibilities in green services for enterprises providing energy services	CRACA	Schio, Vicenza, Italy	12 April 2011
Successful initiatives at national and international level in green energy field	CNIPMMR	Bucharest, Romania	19 April 2011
EU and National Best Practices Agenda	EAP	Plovdiv, Bulgaria	20 April 2011
Discussion on the possibility to implement market strategies to support SMEs	CRACA	Padua, Italy	04 May 2011
Conference on Energy Possibilities and Solutions	ESS	Vaxjö, Sweden	05 May 2011
Presentation of the project at the International exhibition and conference CEP EXPO	MIDPANNON	Budapest, Hungary	06 May 2011
Successful initiatives at national level in green energy field	EBEH	Heraklion, Crete - Greece	19 May 2011
Workshop to disseminate the best practices from PROMETHEUS	IPIC	Casteldefells, Spain	14 July 2011

SUCCESSFUL INITIATIVES at national and international level in green energy field



... This was the name of the first workshop regarding local dissemination of recommendations and best practices in green energy organized in Romania, on the 19th of April 2011. It was a 5 hours event attended by 41 persons, coming from public authorities, SMEs and industry associations, financial institutions, SMEs.

The topics of this workshop referred mainly to successful strategies and tools to facilitate the RES and energy services market's enlargement. After a brief presentation of the projects and the presentation of all partners' work in identifying best practices across Europe, the participants discussed upon the transferability of successful regulations, financial schemes, development agreements etc. designed for the improvement of the energy services market (selected from best practices identified by all partners).

From several points of view this event was a successful one and achieved all foreseen results, meaning that people showed a great interest in the Toolbox, the best practices and the Prometheus project itself.

The **second Romanian workshop** will be organized in **October 2011**, in Bucharest.

Simona Colobea, National Council of Private SMEs in Romania (CNIPMMR)

"When I received the invitation from CNIPMMR I said to myself I can't miss this one. I am an engineer and for several years now I am trying to develop non-conventional energy in Romania. The workshop was very interesting and I realized that Prometheus project brings a new spirit in this niche industry. I would like to congratulate all partners for the initiative and hard work and I look forward to other future activities and the final results of the project, which will surely be more than useful for our market."

Eng. Virgil M. Nicolae – General Manager, CYCLON TECH SRL

CLUSTERING

to increase the competitiveness of Green Energy SMEs

Being competitive in the rapidly changing and unstable green energy services sector is a big challenge for green energy SMEs. Clustering initiatives increase the competitiveness of SMEs!

Clusters will enable you to participate in research projects, work in innovation and improve your service provision. In a cluster, SMEs can benefit from the synergy among its members, helping companies increase their individual capacities. A cluster can be defined as a geographic concentration of interconnected companies and institutions in a particular field. A cluster encompasses an array of linked industries and other entities important to competition (Porter, M.E., 1998).

By being part of a cluster, SMEs can create the necessary synergies to improve individual competitiveness and to create a strong market for the green energy sector. The following are some of the known benefits that companies can derive from being part of a cluster derived from the **greenenergycluster initiative** (Green Energy Clusters, 2007):

- Access to new contacts and business opportunities
- Promotion and market communication with new market groups and areas
- Information and experience exchange on market and technology development
- Possibilities of financial support for joint activities
- Joint projects and cooperation for R&D, market communication and business development.

Developing a process of aggregation among companies means to face a complexity of relevant issues and variables. It is like integrating individual projects that develop different aspects connected to strategy, organization, process or product innovation, internationalization and much more, says E. Cancino, director of CRACA.

How to attract and guide SMEs to an aggregation process?

SMEs already know that it's necessary to operate according to all these aspects, but not all of them are able to do it autonomously and with a high degree of competitiveness. That's why small entrepreneurs are more sensitive about the need to network both with other entrepreneurs and with other subjects able to bring their know-how as universities, research institutes, testing laboratories, etc..

But this is not enough if we want to create real networking mechanisms, because entrepreneurs have to increase also their trust and their awareness that networking and joining a cluster is a possible and profitable strategy.

That's why the presentation of existing best practices is a critical step to achieve a concrete, tangible and visible way to go.

In our case the path of involving enterprises started through information sessions which tried to build a common language by highlighting the following points:

- Opportunities given by green economy and sustainable development,
- Benefits and critical aspects of operating in a network of SMEs or in a cluster,
- Cases of success and failure, good practices identified at a European level and their possible application in our local realities.

On the basis of this information it was possible to identify entrepreneurs who were interested in exploring a path of aggregation. After that, individual expectations of entrepreneurs were analyzed, then presented and shared with the group.

At the end of this phase it was possible to definitely select those entrepreneurs who actually shared unique strategy and business objectives.

It was then possible to work quickly on the definition of a business plan to be submitted later on to more possible stakeholders and funders, both public and private.

KEY SUCCESS FACTORS for the creation of strong, vivid clusters within the green energy services sector

Sweden has quite a long history in developing and managing successful clusters within the green energy service and product sector. Good examples are the Bioenergy Group in Växjö AB (a regional effort on bioenergy for heating and electricity), Biogas in South East Sweden (a regional network acting for better conditions and progress of biogas) and “Better Buildings” (a regional network aiming at energy efficiency in buildings).

When analyzing the ideas, development and continuous work put in to realize these successful clusters, the following important ingredients has to be addressed very thoroughly when formulating the idea and strategy behind them.

- Have a topic that is clear and not too wide. Furthermore well-defined to get partners feeling it is *my* topic.
- Have long term thinking for at least three years ahead.
- You need a strong coordination and this cost time and money, often the role for the regional Energy Agency. The coordinator has to be *neutral and supportive* to every partner.
- Be open minded and let every partner feel they are important, even competitors among companies accept this.
- Make a yearly report and set up targets for the upcoming years.
- The geographic area can be as big as you can meet in 1 - 2 hours. Meet at least two-three times a year.

Another important factor experienced over the years is that it is very wise to involve and get the support from local and regional authorities, which makes it much more interesting for the partners from the private sector to participate. From the Bioenergy Group, the idea to cooperate in a technical committee including a technician from each partner, has created a very good working atmosphere where the good ideas have been guiding the work and not the financial issues.

*Anna Gimenez, Iberian Productivity and Innovation Centre (IPIC)
 Enrico Cancino, Craftsmen’s Trade Union) of Veneto (CRACA)
 Kent Anderson, Energy Agency for Southeast Sweden (ESS)*

Porter, M.E. (1998), Clusters and the New Economics of Competition, Harvard Business Review , Nov-Dec. 1998.
 Kanenergi Sweeden et al., Green Energy Clusters, Green Energy Clusters Project, www.kanenergi.com, 2007

NETWORKS & CLUSTERS IN SOUTHEAST SWEDEN

Good working SMEs cooperations in Green Energy fields



In the Prometheus project cooperation within networks is of big interest and this is a good way for getting involvement in a long run. ESS is taking part and has a strong role in some of them. Networks we work with are in

- **Mobility Management** with mainly public actors and transport organizers. Is working mainly to support municipalities in their work with MM in a concrete way. Working since 7 years and is now more a project.
- **Biogas southeast** with around 10 private and public actors dealing quite a lot on find resources and develop to biofuels. Working since two years and is still under development. Close cooperation with the big actors. Support of business to set up fuel stations for vehicles with biogas.
- **Energy efficiency in building sector** with 30 actors of different background, support R&D and mainly with refurbishment. Network is called Goda Hus (Better buildings). Will go deeper into this below. The network is supporting new technology to be used, financing schemes, R&D at the regional Linneaus University (LNU). Working since 1.5 years and is still under way to find definitive ways. Here cooperation with Prometheus project has started and will grow.
- **Network for SMEs** in Ronneby is under development in cooperation between the Ronneby municipality and ESS. Here we try to find ways use the ideas from Prometheus to support the work. Linked to this we try to set up a similar network for other municipalities in Blekinge region.
- **Bioenergigruppen i Växjö (Bioenergy group in Växjö)** with 10 companies from the whole sector is the oldest network (15 years) in our region and is working with R&D together with LNU and also business within the Bioenergikluster Småland (Bioenergycluster Småland). Enclosed you see some promotion for this. Since one year we are more focus on R&D due to some financing problems supporting work with business. We hope to use Prometheus to support business in this sector again.
- **In PV, solar and minihydro** we are working to set up networks but not yet formed but will be during 2011/12.

Networks is a very strong way to support development within different sectors. Prometheus will have role to support this work to keep existing clusters running and new to start.

It is not always easy to set up and run networks but these experiences above shows this also ways to help them survive in a long run.

Hans Gulliksson, Energy Agency for Southeast Sweden (ESS)

CLUSTER of CATALONIA



Biomass has the potential to become one of the major renewable primary energy sources, and forest biomass in particular has an important role to play in the landscape management and in the climate policy domain during the present century.

With a view to strengthening the biomass sector in Catalonia, much benefit could be derived from clustering the actors from the value chain. The initiative has started with the regional public administration and some companies of the biomass sector in Catalonia. This sector

Some of the initial strategic objectives of CATBIOM are as follows:

- To define a common strategy for the actors of the supply and value chain to secure the supply of solid biomass and biogas
- To draw up a ten year action plan to promote and grow the biomass sector in Catalunya
- To involve regional policy makers in the planning process
- To lobby for favourable frameworks and administrative procedures
- To plan effective communication campaigns to generate awareness about biomass, to raise consumer confidence and to break down barriers and misconceptions that may block uptake
- To capacitate and strengthen the competitiveness of the actors on the value chain through capacity building, training, etc.

To carry out this initiative some meetings have been carried out with the founded members: Innovacio i Recerca Industrial i Sostenible- Private R&D and engineering company, Consell Comarcal de la Selva and Q-Norm.

Anna Gimenez, Iberian Productivity and Innovation Centre (IPIC)



Are you interested in cluster activities ?

Ask your national PROMETHEUS contact for support and ongoing activities in your country!

EXPERT INTERVIEW

With the Basque Energy Cluster Manager

The Energy Cluster of the Basque Country was formed 15 years ago, in 1996, promoted by the Basque Government. The PROMETHEUS project aims to disseminate and promote the formation of clusters and to highlight positive case studies. What is the key to the success of this cluster, and how have things changed over the last 15 years?

The main advantage of the cluster is that it facilitates the cooperation of its partners across a number of different activities. These include; the production of joint marketing strategies in foreign markets; facilitating the finance of investment projects; the establishment of cooperatives for international projects; analysis of the new lines of research and development and the energy requirements of the Basque industry; collaboration for the development of new products and technologies and; to increase the collaborative efforts within the R&D sector and when working with international research centres.

How was the cluster formed? How many partners are currently members of the cluster, and what are the key strategic objectives?

The Energy Cluster Initiative was established by the Basque Government, as part of an economic strategic framework for the region.

Currently, there are around 95 companies and institutions contained within the cluster, a turnover of over 15.000 million Euros and the employment of almost 25.000 people.

The organisation currently has three key strategic objectives; strengthening of the value chains for future growth; development of industry groups to allow competition on a global level and; contribution towards a new energy model.

What services and activities does the cluster offer to its members?

As the key competitive advantage of the cluster is its ability to join partners' knowledge and expertise together, the services and activities offered by the cluster focus on projects where collaboration is required. These include; support of the globalisation of ideas and projects, and the fundraising surrounding this; coordination of research efforts and technological development; optimisation of energy consumption and associated costs; and the promotion of new businesses in the electricity, gas, water and communications sectors.

Clusters are regarded as a tool for improving competitiveness and the companies and institutions contained within are known as drivers of innovation. What has been the impact of the Cluster across the energy sector? What have been the benefits for the companies and institutions contained within?

The cluster is constantly strengthened by the influx of initiatives and companies from a range of different sectors, taking advantage of business development across the renewable energy sector. The cluster is now present in all energy sectors, demonstrating its experience and capacities in electrical grids, wind, solar thermoelectric generation.



Juan Jose Alonso, managing director of the Basque „cluster de energia“

Anna Gimenez, Iberian Productivity and Innovation Centre (IPIC)

“GREEN SYNERGY”

A new cluster established in Plovdiv/Bulgaria

On April 10, 2011 the cluster Green Synergy was established in Plovdiv. Seven are the key organizations in the cluster – Energy Agency of Plovdiv, Enerkon OOD, Bulgarian Geothermal Association, Association of Independent Energy Producers, Union for Plovdiv, University of Plovdiv and Vocational School for Electronics – Plovdiv. The cluster’s activities are mainly focused on RES heating.

For more than 10 years now the Energy Agency of Plovdiv (EAP) has been working in the field of renewable energy sources (RES) and energy efficiency (EE). Throughout its existence the Agency has developed numerous research papers showing that one of the main energy problems of the Bulgarian population is heating in residential and in public buildings. The findings show that the poorest country in the EU is using the most expensive fuel for heating! Much of EAP’s work focuses on disseminating the idea of RES heating first in public buildings and then in the residential ones. During the RES and EE conferences, which the Agency is annually organizing, a group of adherents – representatives of companies, municipalities and institutions, has been set up. They were regularly participating in meetings and discussions on RES heating and the possibilities of its further development and integration in Bulgaria.



Kick off meeting of the newborn cluster „GREEN SYNERGY“

The actual idea of creating a cluster came with the PROMETHEUS project. The partners saw the cluster as a powerful instrument for giving a green light of their ideas. The name of the cluster came as easy as the key partners in it – **Green Synergy!** During the 3rd Energy and Climate debate in Plovdiv (April 20th 2011) the creation of the cluster was officially announced. During the debate, Georgi Atanasov, manager of the cluster quoted Henry Ford: “*Coming together is a beginning; keeping together is progress; working together is success*” this is how we see our future work – as a success!”

Continue next page

As all beginnings, this one was not easy too. It took many meetings to establish the statute of the cluster and the code of conduct. However, working with professionals is the key for successful implementation. The cluster is now fully operating and preparing project proposal under the Operational programme “Development of the Competitiveness of the Bulgarian Economy”

A workshop with final users was organized on 10 June. The members of the Green Synergy cluster also participated. Another training for the cluster members were held in July 7. Yulii Slavov, coordinator of Union for Plovdiv: “The creation of the Green Synergy cluster will raise awareness on the underlying issues of sustainability. It will also pave the way to an increased involvement of universities, companies and institutions in the green energy sector”.

Liyana Adjarova , Energy Agency of Plovdiv (EAP)

„TOWARDS GREEN ENERGY „ A new cluster established in Bucharest, Romania

In order to establish the first contact with the future cluster members, we contacted green energy related small and medium companies by e-mail, to present our objectives with the cluster and to see if they were interested in appointing a meeting with us. Based on their answers we have established the individual meetings, held at their offices or at our headquarters, between 11 and 15 of April. Explaining our goal was easy, it was more difficult to make them find an interest from their involvement. Usually people who don't see an immediate result are not open to new things. However we have managed to gather a small group, out of which some SMEs will also be part of the Romanian Pilot Project.

The cluster now has 10 members and CNIPMMR is currently the “manager” of the network. The first official meeting was held on the 18th of April 2011, when we had the chance to better explain our goal to transform this group into a cluster of entrepreneurs with common interests in renewable energy area. We explained how, as the employers' confederation, CNIPMMR participates actively in the promotion of ideas, structures and legislative initiatives designed to stimulate and support activities of SMEs. Therefore the participants understood that their involvement in the project's activities, and later as a beneficiary in carrying out the pilot program, will provide a real opportunity to promote their ideas and experience in the production and providing of energy from renewable resources.



The second meeting of the cluster was organized on the 6th of May 2011 and had the purpose to talk upon the Info Point, the training needs of the members about clustering, the name of the cluster and the visual identity of the group. It was agreed that CNIPMMR will manage the group until its final shape and structure. The name of the cluster has been established as *The Romanian Cluster “Towards Green Energy”* and there were also shared ideas about the logo.

After discussing with the cluster members it has been decided that a virtual info-point is more appropriate than a real office, since it can assure a higher visibility via the internet. Therefore it has been decided that the info point should be created within CNIPMMR's portal, www.immromania.ro, due to the high number of visitors on this website. The info point can be found on the section “Info Point Prometheus”.

Simona Colobea, National Council of Private SMEs in Romania (CNIPMMR)

INTERVIEW WITH ISABELLE SERVAIS

Director of Rhône-Alpes Eco-Energy Cluster

Who are the members of the Rhone-Alpes Eco-Energy Cluster?

The cluster is a network of three types of bodies (companies, institutions, training organizations) that are involved in the development of the sector of eco-building. This network has recently welcomed its membership number 267, and currently has 190 active members. Of these, 80% of companies (the balance being made up half of institutions - 10% - and half of training organizations -10%). These 80% of companies are made up to 60% of SMEs with less than 10 employees, 15% with more than 10 employees and 5% of large groups. The activities represented in this category cover the entire value chain of the industry eco-building: design (15%), assistance -audit (30%), manufacturers / distributors of equipment (17%), manufacturers / distributors of materials (5%), craftsmen (24%), and support functions (9%).



Isabelle Servais, managing director of the Rhône-Alpes Eco-Energy Cluster

What is the purpose of such a network? What does it offer to its members?

The aim of the Eco-Energies cluster is to supply with tools the performance of eco-building members in Rhône-Alpes through common services. Accordingly, the services offered to its members cover several themes : innovation, training, international, business development, industrial performance, global supply and financing.

On all these issues, the cluster offers technical presentations, members meetings, one-off operations (site visits, participation to relevant events...) or directly supports the projects of the members. In the quest for better energy efficiency in buildings, the French context is crisscrossed with inconsistencies and so the cluster's mission is to fuel cooperation between those who contribute to « greener » renovating or building.

What about the European level ? Have you developed partnerships with European neighbours ?

For several years, the cluster Eco-Energy has been working with the TWEED cluster and will soon start working with the Eco-building Club in Belgium. These exchanges are the best way for members to compete with foreign companies without immediate trade issue.

The European project Prometheus allows the cluster to have a benchmark on best practices as regards support to firms of the sector. This comparison shows that the cluster is a point ahead for supporting the establishment and development of partnerships in the form of global offer, bringing together complementary skills. For example, to mention only the case of solar applications in building, several professionals are necessary for the installation of various equipments: on the same site are working the heating technician, the plumber, the electrician, the roofer, the carpenter...

The energy performance of a building is composed of an integrated solution needing a comprehensive approach. It is in this context that the uniting role of the Cluster must express all the diversity of its members and therefore highlight this wealth by the constitution of firms groups.

Patrick Biard, RhôneAlpénergie-Environnement (RAEE)

ENERGY SAVING PARTNERS

Started with Networking Activities in Austria

The goal was to find Small and Medium enterprises, local authorities, public bodies all active in the field of Green Energies interested in founding a local network of green energy suppliers in the Austrian region Villach in Carinthia, covering an area of about 1000 km² with about 125.000 inhabitants.



LOGO of the network of Energy Saving Partners

In Austria the field of green energy services is well developed, the topic is well known as to SMEs as to costumers.

The first step was to identify potential network members. As AEE is active in the field of renewables since more than 20 years, we have a good knowledge on activities and active SMEs, associations and public authorities in the respective field.

We informed potential, RES experienced, network members about our goals and activities using email- and postal letters. After a short period we contacted all of them personally in phone calls and personal meetings to discuss the advantages of being member of a network and to ask for their expectations and possibilities.

The general feedback on the creation of a network was positive. The most frequently asked questions were: "What are the costs? What is our benefit? How much time do we have to invest? The limiting factor for SMEs is time and money. If they don't have to spend too much of both, they are highly interested in becoming member of the network.

Associations and public authorities showed their possibility and will supporting the activities of the network. Becoming member of the network could be difficult – depending on the contract.

Partners expressed their wish to test a membership of the network in a common activity AEE developed the idea to introduce the network „Energy saving partner“ by organizing a fair in a shopping center with the title „Trust your supplier – the energy saving fair“. It was implemented in January 2011. 27 partner followed the network.

Iris Reiner, AEE

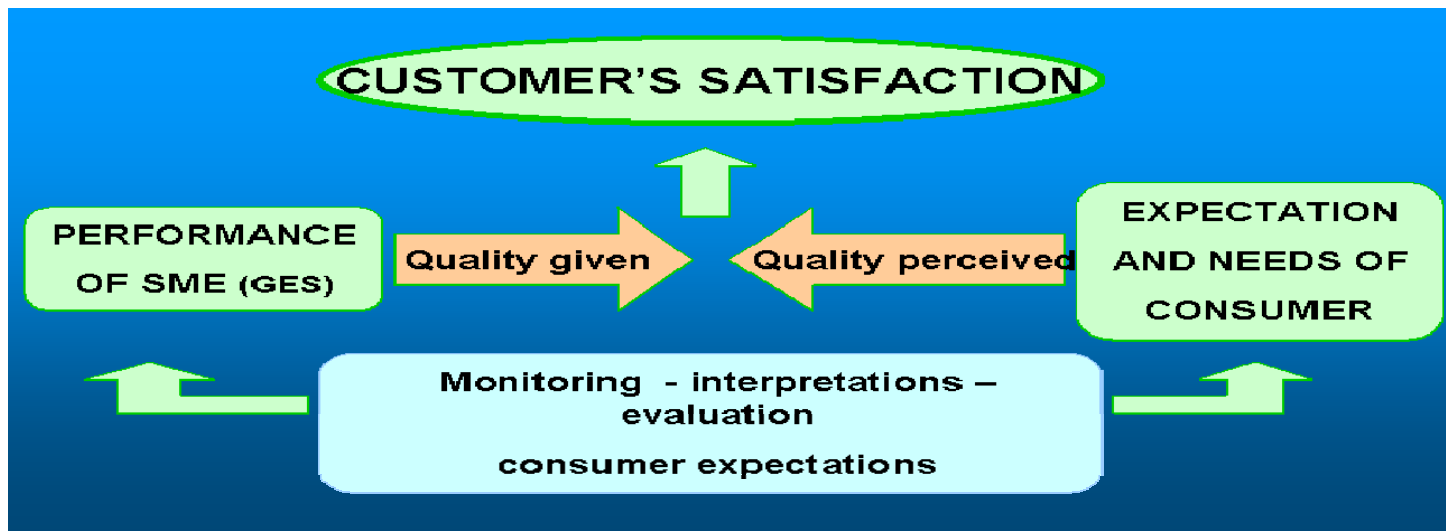


The councillor for Energy of the Provincial Government of Carinthia B.Prettner and the deputy Mayor of Villach R.Pfeiler are opening of the „Trust Your Supplier“ energy saving fair, organised by the network of Energy Saving Partners

A QUALITY MODEL

To guarantee Consumer's Trust in Energy Services

The enforcement of SMEs position in the market of Green Energy Services (GES) is based on the obtainment of consumer's trust, thank to the improvement of the **quality** of their performances. "Quality" means the set of attributes and characteristics of a service able to satisfy specific user's needs expressed or not expressed (expectations, desires).



Quality given by enterprises is different from quality perceived by consumers. The reduction of the gap between these two qualities allows to satisfy the client.

Perceived quality is a complex concept, defined in five dimensions:

1. TANGIBLES (appearance of physical facilities, equipments, staff and communication tools)
2. RELIABILITY (ability to provide the promised services, reliably and accurately)
3. RESPONSIVENESS (strong will to help customers/users, strong will to provide promptly the service)
4. ASSURANCE (competence, courtesy, credibility, security)
5. EMPATHY (access, communication, customer's understanding)

Within the project a model has been defined to guarantee the quality perceived by the consumer. This model has been designed to be used in a system of many businesses where an external body (that could be a Chamber of Commerce, a Professional Association, a Public Body, a cluster of SMEs) guarantees its promotion on the territory and its correct implementation.

The model (to guarantee the GES quality) has been structured thanks to some technical workshops, simulations and collection and analysis of Best Practices (BPs). The selected BPs have been analysed to understand which are the mechanisms that regulate the relationships among the actors involved.

Schematically three entities can be identified:

- The organization of the GES to the consumer
- The final user who receives the service
- The external body (3rd subject) who promotes the system and proposes solutions to ensure the quality of the service

There may be other relationships among subjects:

relation of membership: there can be a system where one of the head subjects has to subscribe the membership agreement in order to receive a service or to join a group

monitoring: it is possible to find a system where one of the head subjects or an external subject can monitor the services released

An important result of the analytical work was the identification of Key elements (KEs) of the Model. KEs are those elements that can be extrapolated from BPs and used as **guidelines** in the **unique model** way.

The main features of the KEs are:

- KEs are tools and mechanisms identified on BPs that can affect **positively** the **quality perception** of the consumer
- KEs are defined by an external body
- KEs are something that is **used by firms** or that **affects the behaviour of SMEs**

The KEs can be **redirected to the five quality dimensions** and can be used in order to develop a system.

Key elements and quality dimensions

Tangibles	Reliability	Responsiveness	Assurance	Empathy
Logo	Purchasing group	Ethic code	Training	Consumers feedback
Website	Code of conduct	Info desk on territory	Periodic updating	Info desk
Communication materials		Web assistance		

The **Monitoring** is an important factor of success because it can actually see the fallout of the provisions on the perception of quality by consumers. There are several ways in which it is expressed:

It can be done by final users who release a feedback of performance about the service received (on line, by questionnaire...)

An internal body of the 3rd subject who controls the SMEs subscribed inside the network

An external body who audits the service provided by SMEs

The 3rd subject who monitors the final user and its satisfaction.

Local pilot projects are under development till the end of 2011 to assess the strengths and weaknesses of the system and to understand what affects - positively or negatively - the transferability of the model.

Enrico Spezzati, ST Consulting

LOCAL TEST OF THE PROMETHEUS QUALITY MODEL at the Network of Energy Advisers Carinthia, Austria

The Carinthian Network of Energy Advisors consists of more than 50 especially skilled SMEs. To ensure the quality of the service, consultants of netEB have to have certain qualifications and all members are required to attend the regular trainings organized by the network management.

The network is managed by a third party, the local energy consulting association, energie bewusst Kärnten (ebk), which has been founded by the provincial government of Carinthia.

NetEB is already working with a quality system. In the pilot project we tested the existing model to guarantee green energy service (GES) quality and we proposed new components of the PROMETHEUS model.

Tangibles	Reliability	Responsiveness	Assurance	Empathy
Logo	Purchasing group	Ethic code	Training	Consumer feedback
Website	Code of conduct	Info desk on territory	Periodic updating	Infodesk
Communication materials		Web assistance		

From the 12 key elements foreseen in the PROMETHEUS model, the quality system of netEB is already working with

The quality system of the Carinthian network of energy advisors, is already working with five of the key elements of the MATES model, which has been developed by combining and refining existing quality system found on the European territory.

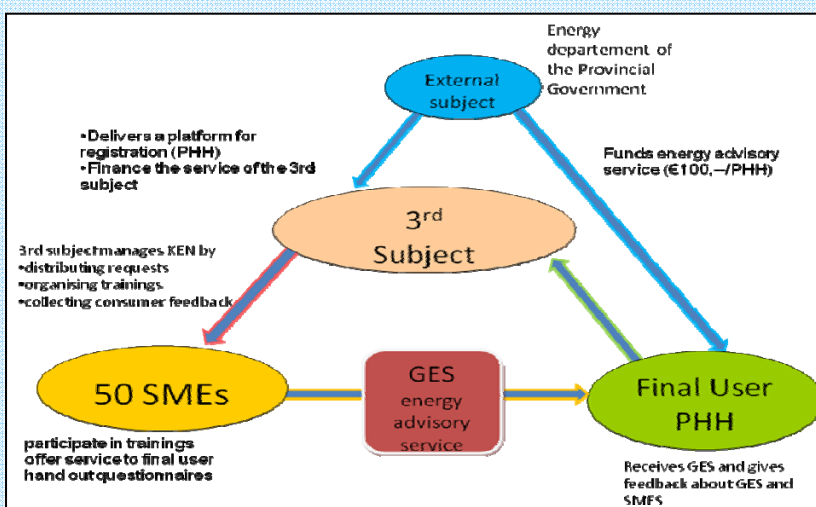
Results of the local pilot project confirm that the key elements of the MATES model are meeting the requirements of the Carinthian network of energy advisors for a quality system.

- The organisation and control by a third party both lead to a high quality performance of the network.

- The support of the energy department of the Carinthian government as external subject is an important fact for the success of the initiative.

- The combination of the key elements “communication and logo”, “code of conduct” “training and periodic update” and “consumer feedback” helps to ensure the quality of the green energy service and consumers trust.

- The consumer feedback questionnaires show a high consumer satisfaction, what can be counted as a success for the quality system.



Structure of the quality system of the Carinthian network of Energy Advisers

Iris Reiner, AEE

"TRUST YOUR SUPPLIER"

Successful promotion events in the Green Energy field

A campaign with the title "Trust your supplier" informs the public and target audience on Renewables and Energy Efficiency measures on the one hand and possible strategies to improve the Green Energy Services market on the other hand. The goal of this action is to establish mutual understanding and confidence between suppliers of Green Energy Services and the consumers. Moreover the focus is given to the encouragement of private initiatives for investments in the energy sector. Coordinated activities bring suppliers nearer to the users and show the role of the SMEs and SME.

On the following pages partner present some of their activities.



The second info day from the Slovenian »Trust your supplier« campaign was performed by Energy Agency of Savinjska, Šaleška and Koroška Region. On the workshop entitled with »Reducing energy use by good communication between users of energy and how to produce electricity by photovoltaic on public buildings« we presented the importance of transparency work in " Green Energy Services " (GES) on the market and raising awareness about the importance of active exploitation of renewable energy and influence the energy efficiency on the sustainable development of the region. The workshop was organized in Velenje on Environmental Protection College.

City Velenje represents the central part of the three regions area: Savinjska, Šaleška and Koroška region where workshop's participants are from.

The workshop were mainly focused on users of public buildings, energy managers and consultants with the intention to improve energy efficiency in buildings and how to implement effective energy management in the entire region of Savinjska, Šaleška and Koroška area.

Presenting the possibility of installing solar power systems on rooftops of public buildings was also one of the main subjects of the workshop. In the »Trust your supplier« presentation we informed the participants about current activities within the project Prometheus and motivated participants to enhance the use of Green Energy Services from transparent offers on the GES market. Significant importance of transparent GES providers with a strong emphasis on quality and correctness of the offered services was stressed out.

The feedback of the participants was very positive. Based on conversations with participants of the workshop we could summarize that all participants support policies to sustainable energy development which will undoubtedly have very positive long-term effects on the environment and energy field. In the sustainable development plan a very important role will play the public buildings which are like a model example in a particular community how we need to plan long-term energy use and its supply.

Sašo Mozgan, Energy Agency for Savinjska, Šaleška and Koroška Region (KSSENA)

“TRUST YOUR SUPPLIER” the Slogan of the Energy Saving Fair in Austria



Vertrau deinem Energiespartner

Umwelt- und Klimaschutz aber auch die steigenden Energiepreise machen dieses Thema zu einem MUSS für alle Haus- und Wohnungseigentümer, Mieter und Verbraucher. Die Suche nach Informationen ist oft mühselig und zeitraubend.

Unter dem Motto „Vertrau deinem Energiespartner“ haben sich namhafte regionale Betriebe zusammengeschlossen um in einer Ausstellung Bürger und Unternehmen zusammenzubringen und wichtige Informationen auszutauschen.

Neben der umfangreichen Ausstellung und Beratung im ATRIO präsentieren Referenten im Villacher Rathaus gezielte Fachvorträge zu Haus- und Gebäudetechnik von der Heizung, über Solarnutzung, Dämmung und Sanierung bis zum Energiesparen im Haushalt und Förderprogrammen.

Villacher Energiespartage 2011

Ausstellung und Fachgespräche zum Energiesparen, Sanieren, Bauen & dem Einsatz Erneuerbarer Energien

im ATRIO
20. – 22. Jänner 2011
DO und FR: 9:00 – 19:30 Uhr,
SA: 9:00 – 18:00 Uhr
im Villacher Rathaus
20. Jänner 2011
14:00 – 21:30 Uhr

Infos und Ansprechpartner:
• www.atrrio.at
• energiespartner@gmail.com
• facebook: energiespartner

Mit freundlicher Unterstützung von

Kärnten VOLLER ENERGIE, ATRIO, prometheus, villach, INTELLIGENT ENERGY EUROPE

The concept of the “Trust your Supplier” Energy Saving Days foresees the combination of a trade show of technologies, small scale applications and products settled in the field of renewable energy sources and energy efficiency with the provision of personal information, delivered by trustworthy and highly qualified local entrepreneurs of small and medium green energy service providing enterprises. It is addressed to Final Users.

The event is hosted in a huge Shopping centre in Villach, near the border to Italy and Slovenia.

The concept was implemented together with the new formed network of “Energy Saving Partners”, supported by the local government and the municipality.

It was the first official presentation of the Energy Saving Partners. During the three days lasting event they informed about

- Energy saving & the rational use of energies
- New Building and Renovation
- Use of Renewables
- Legal framework and subsidies

“Trust Your Supplier” Energy Saving Days were advertised broadly



Energy Saving Partners inform about new RES applications, energy saving measures, subsidies and legal framework



Between 35.000—and 45.000 costumers visited the shopping center during 3 days lasting event. A huge chance to inform about Renewables

Two charity events inside the fair are focused to attract other visitors of the shopping centre, who initially didn't come to get information on energy related topics, but only for shopping.

For children we delivered a huge stand with experiments to raise awareness on energy topics.



The visitors cycled – by help of top athlets – 2200 km. Energy Saving Partners donated the same amount of money for building a childrens hospice

“ENERGY TALK”

EINLADUNG ZU DEN VILLACHER ENERGIEGESPRÄCHEN

Donnerstag, 20.1.2011
im Rathaus Villach

14:00 Uhr
Energieeffiziente Gemeinden zeigen wie's geht!

19:00 Uhr
Begrüßung und Eröffnung durch Bürgermeister Helmut Manzenreiter

Steuern wir auf eine Energiekrise zu?
Was war in den letzten Jahren auf den Ölmärkten los? - War Spekulation an den 147 \$ pro Barrel schuld? - Warum ist der Ölpreis um über 100 Dol...

Beside the event in the shopping center AEE organised the ENERGY TALK in parallel in the city hall of Villach. It is developed in cooperation with the energy department of the local municipality. While in the trade show costumers can get information by green SMEs, in the “Energy Talk Villach” energy experts are invited to present results from studies, new developments on the RES and RUE sector and ongoing initiatives in the region. It is targeted to stakeholders in the field of green SMEs but also to deeply interested costumers.

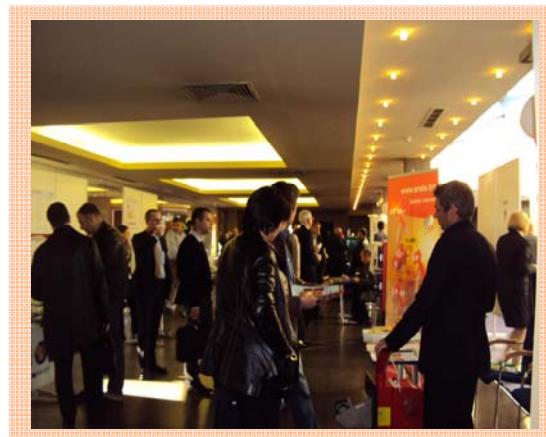
Both events have been a great success and will be repeated in 2012. Find more information in the download list of the PROMETHEUS website or contact

Iris Reiner, AEE

GREEN ENERGIES CAPTURE BULGARIA

By help of the campaign “Trust Your Supplier“

In Bulgaria the kick-off event for the Trust Your Supplier campaign was the Biomass Heating Exhibition in Plovdiv. The exhibition was part of the two-day-long international conference of the Association of Bulgarian Energy Agencies (ABEA) in November 2010. The conference was a stage for many companies to show their achievements. Producers and traders of biomass boilers discussed with the municipalities representatives possibilities for replacing oil for heating with biomass fuels. The companies were convinced to start developing ESCO type financial schemes for biomass boilers to overcome the lack of financing for the initial investments of the municipalities. Development of win-win models between different players in the biomass chain became a foundation for further code of conduct and joint activities.



On 20th April 2011, during the Regional Energy Forum in Plovdiv, the establishment of the Green Synergy cluster was announced. Municipal representative, associations, NGOs, green energy SMEs were part of the 160 participants in the Forum. The next day (21st April) was dedicated to training on financial models for enhancing the services of the green energy SMEs. Participating biomass companies providing different heating installations and services discussed with the members of the Green Synergy Cluster possible solutions for penetrations of green services based on win-win approach that building trust in provided services.

On May 27 a workshop with municipalities and potential final users of green energy services was organized in Hisarya. The next day (May 28th) was dedicated to a training on quality of biomass fuel and a site visit to a 3MW biomass power plant in the Municipality of Ihtiman was organized. Step by step municipalities in the region are aware that biomass services are bringing genuine local development benefits and they should start giving examples attracting biomass services for the municipal buildings.

After the workshop in Hisarya in July 2011 14 biomass companies decided to establish biomass heating cluster to meet the challenges in Bulgaria.

The next event - Green Energy Day will be held on September 28 within the International Technical Fair of Plovdiv. In parallel with the Trust Your Supplier Exhibition a Conference “Green heating for clean air in Bulgarian cities” will be organized by the Energy Agency of Plovdiv together with the Green Synergy Cluster and biomass companies .

“The Trust Your Supplier Campaign made me more aware of the services that the different green energy SMEs in my region offer. I started to read labels on packaging and the small shrift. Thus, I trust my own choices much more than before.”

Ivanka Bogunska, municipal officer Municipality of Hisarya, end user

Liyana Adjarova , Energy Agency of Plovdiv (EAP)

“TRUST YOUR SUPPLIER!” 2nd National Event in Romania



The second event organized within the “Trust your supplier!” campaign was concurrent with “The National Top for Private Enterprises in Romania, 2010”. It took place on the 5th of November, and was attended by 105 participants at the campaign’s organized stands. This second event was promoted in the same manner as the first one, meaning there were information stands with materials promoting GES and representatives willing to explain about the advantages and benefits of green energy (installers, consultants, trade associations, environmental associations, consumers’ associations, banks).

We started from the idea that renewable energy in Romania is clearly a growing industry and that the country offers good conditions and increased demand, therefore the region is a major incentive for investment. So we contacted some of the people investing in renewable energy and asked them to help us with the topics for this event and the general idea was that financing GES opportunities is definitely a useful topic for the public. Therefore, our goal was to have, apart from the usual stands with providers of GES, information discussions and materials about the financial programmes available for our region in the area of green energy projects.

We turned the camping space into the perfect place to get consumers in touch with experts and key persons of renewable energy and the exhibitors informed our 105 participants on their innovative products and services in renewable energy and energy efficiency. All areas were covered, such as wind, solar, hydro, biogas, heat pumps and geothermal energy, energy efficiency in construction and renovation, energy services, cogeneration and more.



“Congratulations for the visual identity and handouts! And once again thank you for the opportunity you have given me to promote my business so that more people would have resources to use green energy. Please continue this approach by extending the Prometheus project on a higher level, with the objective to create start-ups which would produce green energy. Great campaign and a very interesting website!”

Eugenia Lepadatu – General Manager, Active Finance Solutions

Simona Colobea, National Council of Private SMEs in Romania (CNIPMMR)



*...supporting Green SMEs
for a sustainable future...*

www.prometheus-iee.eu