SPEEDIER
SME Program for Energy Efficiency through Delivery and Implementation of EneRgy Audits

D2.2 – REGISTER OF SMES AND LARGE ENTERPRISES IN EACH PILOT COUNTRY PARTICIPATING IN SPEEDIER

Lead Contractor: IERC

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Date: 28th November 2019

This document is the report associated with Deliverable 2.2 'Register of SMEs and large enterprises in each pilot country participating in SPEEDIER'. It contains a summary of number of registered participants in each country up until the submission date. It provides a short and comprehensive description of the methodology used for registering participants. Additional advice and support can be sought from the coordinator.

Project details

Project acronym	SPEEDIER	Start / Duration	June 2019/ 30 Months
Topic	LC-SC3-EE-8-2018-2019 Capacity Building programmes to support implementation of energy audits	Call identifier	H2020-LC-SC3-EE-2018
Type of Action	CSA	Coordinator	Jo Southernwood (IERC)
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Deliverable details

Number	D2.2		
Title	Register of SMEs and large enterprises in each pilot country participating in SPEEDIER		
Work Package	2		
Dissemination level	PU	Nature	PUBLIC
Due date (M)	30 September 2019	Submission date (M)	28/11/2019
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Document History			
Date	**Version**	**Name**	Changes
06/11/2019	0.1	Ruchi Agrawal	First document version
14/11/2019	01.1	Jo Southernwood	First review and suggested amendments
25/11/2019	0.2	Ruchi Agrawal	Updated with amendments and corrections
26/11/2019	0.3	Jo Southernwood	Review and updates
26/11/2019	0.4	Tom Flynn	QA completed.
26/11/2019	0.5	Ruchi Agrawal	Update based on QA
28/11/2019	1.0	Jo Southernwood	Final review & submission

Executive Summary

This report provides details of the number of SMEs and large enterprises in each pilot country wishing to learn about or participate in the SPEEDIER Project. This report also describes the methodology used for the registration process.

A summary of the number of registered participants for the SPEEDIER Services up to and including 15th November 2019 is described in Table 1. SMEs and experts can register for SPEEDIER at any time during the project so the details provided here are correct at the time of writing but more businesses will be added to the registration list as the project progresses.

Table 1: SPEEDIER Registration Summary

Country	No. of SMEs	No. of SPEEDIER Expert	No. of SPEEDIER Trainer
Ireland	6	11	0
Spain	4	13	2
Italy	15	12	2
Romania	17	17	7

Although registration numbers are slightly below our expectation, we anticipate that improvements will manifest through our efforts in areas such as focus group engagement and related event participation.

A standard sign up form was set up on the SPEEDIER website in all four pilot languages (English, Spanish, Italian and Romanian) to register individuals that are interested in participating in the SPEEDIER Project or interested in receiving training to become SPEEDIER Experts or SPEEDIER Trainers. Project partners based in each country used their local and international business networks, social media and newsletters to invite participants to register.

The details gathered in the completed registration forms are automatically saved to a database that sits behind the SPEEDIER website when the form is submitted. Details of the participants will only be shared within the SPEEDIER consortium only for the purpose of delivering SPEEDIER Services and will not be shared with any third party.

After registration, all the participants will receive an automatic welcome email from the SPEEDIER official email address (info@speedierproject.eu) which will guide them on the next steps towards receiving support through SPEEDIER.

The sign up forms can be found in the Annexes to this report.

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1   Introduction

1.1   Background Information

SPEEDIER is a highly innovative one-stop-shop solution that applies an integrated approach to energy management, providing information, advice, capacity building, energy auditing, financing, as well as implementation of energy efficiency solutions and monitoring of impacts. This integrated approach is advocated by the International Energy Agency in their 2015 report 'Accelerating Energy Efficiency in Small and Medium-Sized Enterprises'.

The primary aim of SPEEDIER is to provide a self-financing outsourced energy management service to SMEs, by outsourcing the role of the Energy Manager to SPEEDIER Experts allowing them to access the expertise needed at the required time, leading to greater uptake of energy audits and implementation of energy efficiency measures.

SPEEDIER delivers a self-financing outsourced energy management service with much benefit to SMEs, enabling them to implement energy conservation measures and also access the energy services market. The service will be available via energy consultants, auditors and experts and will facilitate the uptake of energy audits, and the subsequent implementation of energy efficiency measures in SMEs. The service also streamlines for SMEs the process of identifying and implementing energy saving measures. This is achieved through the process of outsourcing to a SPEEDIER Expert the time-consuming energy management activities that require technical expertise. It includes the activities of performing an energy audit, training staff in good energy practices, obtaining quotes from suppliers for implementation of energy saving measures, project managing the installation as well as measuring and also verifying the savings). As such SPEEDIER makes significant inroads to help remove barriers, especially the lack of in-house expertise, lack of time, lack of resources and conflicting priorities that would prevent SMEs from undertaking energy audits and acting on the recommendations.

SPEEDIER will target groups of SMEs in 4 EU pilot regions:

1) In **Spain**, we will test a location based approach, engage with SMEs based at a single business park to demonstrate that advantages of clustering SMEs give them better access to the economies of large scale projects;
2) In **Ireland** and **Romania**, SMEs in the manufacturing and hospitality sectors respectively will be approached to test a sector based approach to service delivery;
3) In **Italy**, a more general approach of accessing SMEs from any sector via ESCOs (Energy Service Companies) will be tested.

These pilots will be used to test the developed SPEEDIER Service through a number of iterative steps in the quest to create a fully functioning and self-sustaining service that can be rolled out across the EU. Naturally, we aim to commence this process in the pilot countries mentioned above.

To be successful, the SPEEDIER Service will require an ongoing working relationship between SMEs and SPEEDIER Experts. Therefore, it is necessary to register SMEs and Experts that are interested in participating in the SPEEDIER Service, to gather their contact details and to ensure that there is some level of commitment to action from participants from the start.

A registration form was designed and set up on the project website, to enable the interested participants to formally sign up to receive updates about the SPEEDIER project and avail of the SPEEDIER Services. This report further explains the methodology for designing the sign up forms and engaging with SMEs and Energy Experts. This report also summarizes the registration details received in each pilot region up to and including 15th November 2019. SMEs and experts can register for SPEEDIER at any time during the project and it is expected that the number of registrations will continue to rise throughout the project. The details provided here are therefore correct at the time of writing but the registration database will continue to be updated as the project progresses. The full registration details include personal contact details and therefore cannot be shared publically so a summary of the number, sector and size of the registered organizations has been provided in this report.

2   Methodology

This section describes the methodology used to register the panel of business (including SMEs and large enterprises) and energy experts (SPEEDIER Experts and SPEEDIER Trainers) in all four pilot countries (Ireland, Italy, Spain and Romania) that will participate in the SPEEDIER project to receive capacity building training and/or energy audits and assistance in implementing energy saving measures. The panel is likely to be made up mainly of SMEs, as this is the main target group of SPEEDIER, but may also include some large enterprises.

Two standard sign up forms were designed by the SPEEDIER partners: One for organisations wishing to **participate** in SPEEDIER and receive a free energy audit and energy efficiency advice, and; a second form for Energy Experts that are interested in **receiving training** to become SPEEDIER Experts and/or SPEEDIER Trainers so that they can offer the SPEEDIER service to their clients. These sign up forms were set up on the SPEEDIER website, so that the interested SMEs and energy experts could simply complete the online form in order to register to participate in SPEEDIER.

2.1   SME Sign up Form

The sign up forms asked for the following mandatory details: Organisation name, business address, and name and email address of contact person. These questions were mandatory because they are required to enable the SPEEDIER team to contact the interest party with more information about the project.

Registrants were also asked for the following optional details: operating sector, phone number of contact person, approximate number of employees, approximate turnover, type of ownership of building, annual energy consumption and type of energy use. These details are useful to the SPEEDIER team as they give more information about the participants but were considered optional to ensure that the sign up form was quick and easy to complete by a non-technical person.

The SME sign up form template can be found in Annex 1 of this report.

2.2   Expert and Trainer Sign up Form

Similarly the sign up form for SPEEDIER Experts and SPEEDIER Trainers asked for the following mandatory details: organisation name, business address, and name and email address of contact person. These questions were mandatory because they are required to enable the SPEEDIER team to contact the interest party with more information about the project.

Registrants were also asked for the following optional details: phone number and type of experience.

The SPEEDIER Expert and SPEEDIER Trainer sign up form template can be found in Annex 2 and Annex 3 respectively.

2.3   GDPR and Privacy

To comply with GDPR requirements, participants were asked to read and agree to the SPEEDIER privacy policy by checking a box on the registration form. Agreeing to the privacy policy is mandatory and participants are unable to click the submit button until they check the box stating that they agree to the privacy policy.

Details of participants will be shared between SPEEDIER consortium partners to enable delivery of the SPEEDIER services only. Details will never be shared with any third party outside the SPEEDIER consortium.

2.4   Engagement Methodology

The pilot site leaders made use of existing links with local organisations to reach as many SMEs and energy experts as possible. The following relationships and networks were leveraged to promote SPEEDIER and encourage participation:

- In Ireland, LIT have agreed the support of Limerick for Engineering (L4E) who have 1353 SME members.

- In Spain, CTA and PCT have agreed the support of Cartuja Science and Technology Park, which is the host of 442 private companies.

- In Romania, AEEPM have agreed the support of the Federation of Hotels Industry who have 200 members.

- In Italy, Polimi's Energy & Strategy team have a network of over 2000 contacts from 80 ESCOs and 100 SMEs actively committed to energy research and innovation.

Project partners based in each country took the following actions to increase awareness of SPEEDIER and invite SMEs and stakeholder to complete the registration form to participate in the project:

- **SPEEDIER Newsletter:** The opening of the registration process was announced in the first issue of the SPEEDIER newsletter. This was circulated to the SPEEDIER mailing list and further forwarded by the partners to their own networks via email and social media accounts.

- **Social Media Posts**: An announcement was made on the official SPEEDIER social media channels, LinkedIn and Twitter, which was shared by the partners.

- **Networking Events:** Partners attended networking events and gave presentations on SPEEDIER to attract SMEs and stakeholder to register.

- **SPEEDIER Video**: SPEEDIER released its first video via the official SPEEDIER YouTube Channel on 4th November 2019 to further engage the target audience.

- **Direct Contact:** All the partners contacted potential participants directly via phone, email and face-to-face meetings and invited them to register to participate in SPEEDIER. This method of engagement proved to be the most effective and resulted in a large number of registrations.

- **Engagement Events**: All the pilot site leaders are planning engagement events in their region, which will be held in late November/early December 2019 to provide general overview of the SPEEDIER project and recruit interested SMEs and stakeholders to the project. Where possible, these events are being held in conjunction with other, large events that are specifically targeting the same group as SPEEDIER.

Registration details are reported at the SPEEDIER monthly management meetings.

3   Registration Summary

This section summarises the SPEEDIER registrations for SMEs and Energy Experts received in each of the pilot region up to and including 15th November 2019. To comply with ethical requirements, full database of the registration cannot be shared publically as it contains personal details of the participants, hence a summary of the registrations is given below. SMEs and experts can register for SPEEDIER at any time during the project so the details provided here are correct at the time of writing but more businesses will be added to the registration list as the project progresses.

3.1   Ireland

Table 2 shows the SPEEDIER registration summary in Ireland.

Table 2: SPEEDIER Registration Summary in Ireland

Country	SMEs	SPEEDIER Expert	SPEEDIER Trainer
Ireland	6	11	0

Table 3 summarises the operating sector of the registered SMEs in Ireland. All the registered SMEs in Ireland are from manufacturing sector as this is the sector that is being targeted by the Irish pilot region.

Table 3: SME Operating Sector in Ireland

S. No.	Operating Sector	No. of SMEs
1	Manufacturing	6

Table 4 summarises the approximate number of employees of registered SMEs in Ireland. The majority of SMEs registered have more than 25 employees, which is reflective of the nature of the manufacturing sector which typically requires higher head counts than other sectors.

Table 4: No. of employees for SMEs in Ireland

S. No.	No. of Employees	No. of SMEs
1	0-25	1
2	26-50	2
3	101-250	3

Table 5 summarises the approximate previous year turnover of registered SMEs in Ireland. Of the 6 SMEs that have registered, only 4 have given information on their previous year's turnover.

Table 5: Turnover for SMEs in Ireland

S. No.	Previous Year Turnover	No. of SMEs
1	€0-€1 million	1
2	€1-€10 million	1
3	€10-€25 million	1
4	€25-€50 million	1

Table 6 details the type of building ownership of the registered SMEs in Ireland. Most of the SMEs own the building that they occupy.

Table 6: Building ownership for SMEs in Ireland

S. No.	Type of Building Ownership	No. of SMEs
1	Owner Occupied	4
2	Entire Building on Rent	1
3	Building on Lease	1

3.2   Spain

Table 7 shows the SPEEDIER registration summary for Spain.

Table 7: SPEEDIER Registration Summary in Spain

Country	SMEs	SPEEDIER Expert	SPEEDIER Trainer
Spain	4	13	2

Table 8 summarises the operating sector of the registered SMEs in Spain. Most of the businesses are in the service sector which is reflective of the nature of businesses found in the Cartuja Science and Technology Park, the focus of the Spanish pilot site.

Table 8: SME Operating Sector in Spain

S. No.	Operating Sector	No. of SMEs
1	Multidisciplinary (Performing Arts, Education, MICE)	1
2	Service	3

Table 9 summarises the approximate number of employees of registered SMEs in Spain. Of the 4 SMEs that have registered, only 3 have answered the question relating to the approximate number of employees. All those that answered have less than 25 employees, which reflects the typical size of business found on the Cartuja Science and Technology Park.

Table 9: No. of employees for SMEs in Spain

S. No.	No. of Employees	No. of SMEs
1	0-25	3

Table 10 summarises the approximate previous year turnover of registered SMEs in Spain. Of the 4 SMEs that have registered, only 3 have answered on their previous year's turnover. All organisations have a turnover of less than €10 million.

Table 10: Turnover for SMEs in Spain

S. No.	Previous Year Turnover	No. of SMEs
1	€0-€1 million	2
2	€1-€10 million	1

Table 11 details the type of building ownership of the registered SMEs in Spain. Of the 4 SMEs that have registered, only 1 has answered on the ownership of the building they occupy.

Table 11: Building ownership for SMEs in Spain

S. No.	Type of Building Ownership	No. of SMEs
1	Entire Building on Rent	1

3.3   Italy

Table 12Table 2 shows the SPEEDIER registration summary for Italy.

Table 12: SPEEDIER Registration Summary in Italy

Country	SMEs	SPEEDIER Expert	SPEEDIER Trainer
Italy	15	12	2

Table 13 summarises the operating sector of the registered SMEs in Italy. 4 sectors are represented in this cohort, which reflects the more general nature of the engagement approach in Italy.

Table 13: SME Operating Sector in Italy

S. No.	Operating Sector	No. of SMEs
1	Manufacturing	6
2	Food Sector	2
3	Production	5
4	Service	2

Table 14 summarises the approximate number of employees of registered SMEs in Italy. Of the 15 SMEs that have registered, only 5 of them have given details on their approximate number of employees.

Table 14: No. of employees for SMEs in Italy

S. No.	No. of Employees	No. of SMEs
1	0-25	1
2	26-50	1
3	51-100	1
4	101-250	2

Table 15 summarises the approximate previous year turnover of registered SMEs in Italy. Of the 15 SMEs that have registered, only 3 have given an answer on their previous year's turnover.

Table 15: Turnover for SMEs in Italy

S. No.	Previous Year Turnover	No. of SMEs
2	€1-€10 million	2
4	€25-€50 million	1

Table 16 details the type of building ownership of the registered SMEs in Italy. Of the 15 SMEs that have registered, only 2 have answered the question on ownership of the building they occupy.

Table 16: Building ownership for SMEs in Italy

S. No.	Type of Building Ownership	No. of SMEs
1	Owner Occupied	1
2	Entire Building on Rent	1

3.4 Romania

Table 17 shows the SPEEDIER registration summary in Romania.

Table 17: SPEEDIER Registration Summary in Romania

Country	SMEs	SPEEDIER Expert	SPEEDIER Trainer
Romania	17	17	7

Table 18 summarises the operating sector of the registered SMEs in Romania. Most of the SMEs are in the hospitality sector as this is the main focus of the engagement activities in Romania.

Table 18: SME Operating Sector in Romania

S. No.	Operating Sector	No. of SMEs
1	Hospitality	13
2	Service	3
3	Energy Auditing	1

Table 19 summarises the approximate number of employees of registered SMEs in Romania.

Table 19: No. of employees for SMEs in Romania

S. No.	No. of Employees	No. of SMEs
1	0-25	8
2	26-50	9

Table 20 summarises the approximate previous year's turnover of registered SMEs in Romania.

Table 20: Turnover for SMEs in Romania

S. No.	Previous Year Turnover	No. of SMEs
1	€0-€1 million	8
2	€1-€10 million	9

Table 21 details the type of building ownership of the registered SMEs in Romania. Of the 17 SMEs that have registered, 16 have answered on the ownership of the building they occupy.

Table 21: Building ownership for SMEs in Romania

S. No.	Type of Building Ownership	No. of SMEs
1	Owner Occupied	14
2	Part of the Building on Rent	2

4   Conclusion

This deliverable presents the registration database details up to the 15th November 2019 and demonstrates growing interest in SPEEDIER. In total, 42 SMEs and 64 stakeholders have registered to participate in SPEEDIER across all the pilot countries to date. Led and monitored by IERC on a continual basis, the registration database will be updated throughout the project. The GDPR and privacy rules outlined in Section 2 will remain in place for the duration of the project and beyond. Details on number of registrations are reported at the SPEEDIER monthly management meetings.

5 Annex 1: SME Registration Form

1. Name of the Organisation*

2. Full Business Address*

3. SME Sector [Radio button:-
   Hospitality/Education/Manufacturing/Commercial/Service/Other (please specify)]

4. Your contact details*   Name*
   - Email address*
   - Phone Number
   -
5. I agree and accept the privacy policy* ☐

The rest of the questions in this form are optional so if you're in a rush you can skip straight to the end and sign up now. But if you have a minute to spare, it would really help us if you could also answer questions 5 – 11.

6. Approximate number of employees –
   a. 0-25 ☐
   b. 25-50 ☐
   c. 50-100 ☐
   d. 100-250 ☐
   e. More than 250 ☐
7. Approximate turnover (in Euros) of your business last year–
   a. 0-1 million euros ☐
   b. 1-10 million euros ☐
   c. 10-25 million euros ☐
   d. 25-50 million euros ☐
   e. More than 50 million euros ☐
8. Which of these best describes the ownership of your business premises?
   a. We own and occupy the building(s) (owner occupier)
   b. We rent an entire building that is owned by someone else (tenant)
   c. We rent part of a building that is owned by someone else (tenant in a multi-tenanted building)
   d. Other (please specify)
9. If you know it, please tell us the annual energy consumption (in kWh) of your business for each of the following energy sources -
   - Electricity
   - Natural Gas
   - LPG
   - Oil
   - Other (please specify)
10. What are the main types of energy use within your business (please select all that apply)
    a. Lighting ☐

b. Heating/Cooling/Ventilation ☐
c. Office Equipment ☐
d. Water Treatment ☐
e. Industrial Process ☐
f. Food preparation ☐
g. Other (please specify) ☐

11. How did you hear about SPEEDIER?
   a. LinkedIn ☐
   b. Twitter ☐
   c. Press Release ☐
   d. Other (Please Specify) ☐

SUBMIT

6   Annex 2:
SPEEDIER Expert Registration Form

1. Name of the Organisation*
2. Full business address*
3. Your contact details*   Name*
                                     Email address*
                                     Phone Number
4. Type of experience (please select all that apply)

   Energy auditor   ☐
   Energy consultant   ☐
   Energy research   ☐
   Training provider   ☐
   Energy agency   ☐
   Other (please specify)   ☐

5. I agree and accept the privacy policy* ☐

6. How did you hear about SPEEDIER? (Radio button:- LinkedIn/Twitter/Press Release/ Other (please specify))

SUBMIT

7   Annex 3: SPEEDIER Trainer Registration Form

1. Name of the Organisation*
2. Full business address*
3. Your contact details*   Name*
                                        Email address*
                                        Phone Number
4. Type of experience (please select all that apply)
   Energy auditor   ☐
   Energy consultant   ☐
   Energy research   ☐
   Training provider   ☐
   Energy agency   ☐
   Other (please specify)   ☐
5. I agree and accept the privacy policy* ☐

6. How did you hear about SPEEDIER? (Radio button:- LinkedIn/Twitter/Press Release/ Other (please specify))

SUBMIT