

SPEEDIER

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

D6.1- EVALUATION REPORT ON FIRST PILOT OF SPEEDIER EXPERTS AND TRAINERS TRAINING

Lead Contractor: CTA

Author(s): CTA

Date: 28 January 2021

This document corresponds to D6.1 (M20) led by TECHNOLOGICAL CORPORATION OF ANDALUSIAN, SPAIN (FCTA). This document contains all relevant information and actions carried out regarding the preparation, execution and dissemination of the First pilot of SPEEDIER Experts and Trainers training event held on December 2020 (M19). Also, this document contains the information gathered from the evaluation done.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847034.

| 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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| Website | www.speedierproject.eu | | |

| Deliverable details | | | |
|----------------------------|--|----------------------------|-------------------|
| Number | D6.1 | | |
| Title | Evaluation report on first pilot of SPEEDIER Experts and Trainers training | | |
| Work Package | WP6 | | |
| Dissemination level | Public | Nature | Report |
| Due date (M) | 31/12/2020 | Submission date (M) | 31/01/2021 |

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| Document History | | | |
|-------------------------|----------------|------------------|---------------------------------------|
| Date | Version | Name | Changes |
| 22/01/2021 | 0.1 | Rocío de la Rosa | First document version |
| 26/01/2021 | 0.2 | Nicola De Giusti | Reviewed and updated document version |
| 26/01/2021 | 0.3 | Jo Southernwood | Minor text edits |
| 27/01/2021 | 0.4 | Tom Flynn | QA review and approval. |
| 28/01/2021 | 0.5 | Rocío de la Rosa | Accepted changes |
| 28/01/2021 | 1.0 | Jo Southernwood | Final review & submission |

TABLE OF CONTENTS

| | |
|---|-----------|
| LEAD CONTRACTOR: CTA | 1 |
| AUTHOR(S): CTA | 1 |
| INDEX OF FIGURES | 5 |
| INDEX OF TABLES | 6 |
| ABBREVIATIONS | 7 |
| 1 EXECUTIVE SUMMARY | 8 |
| 2 INTRODUCTION | 10 |
| 3 TRAINING EVENT PREPARATION AND COMMUNICATION | 11 |
| 3.1 Objectives | 11 |
| 3.2 Methodology | 11 |
| 3.3 Agenda..... | 12 |
| 3.4 Training event organization | 14 |
| 3.5 Training material..... | 21 |
| 3.6 Communication and dissemination activities | 22 |
| 4 KEY INDICATORS OF THE TRAINING EVENT | 24 |
| 4.1 General overview of the participation..... | 24 |
| 4.1.1 Registered..... | 24 |
| 4.1.2 Type of organizations | 24 |
| 4.1.3 Attendees | 25 |
| 4.2 Training evaluation | 27 |
| 4.2.1 Feedback questions..... | 27 |
| 4.2.2 Questions and Answers slots..... | 31 |
| 5 CONCLUSIONS | 38 |

INDEX OF FIGURES

| | |
|--|----|
| Figure 1. Training event website – Landing page (part 1)..... | 15 |
| Figure 2. Training event website – Landing page (part 2)..... | 15 |
| Figure 3. Training event website - Topics to be presented | 16 |
| Figure 4. Training event website - Contact..... | 16 |
| Figure 5. Training event website - SPEEDIER project..... | 17 |
| Figure 6. Training event website - Partners..... | 17 |
| Figure 7. Training event website - Related initiatives | 18 |
| Figure 8. Training event website - Videos (part 1). | 18 |
| Figure 9. Training event website - Videos (part 2) | 19 |
| Figure 10. Training event website - Participants..... | 19 |
| Figure 11. Training event website - Agenda..... | 20 |
| Figure 12. Training event website - Message (Example 1)..... | 20 |
| Figure 13. Training event website - Message (Example 2)..... | 21 |
| Figure 14. Presentations and videos of the First SPEEDIER Expert and Trainers training event | 22 |
| Figure 15. Example of tweets promoting the First SPEEDIER Training..... | 23 |
| Figure 16. Total number of participants per country of origin..... | 24 |
| Figure 17. Type of participating organizations | 25 |
| Figure 18. Screenshot for Day 1 | 25 |
| Figure 19. Screenshot for Day 2 | 26 |
| Figure 20. Certificate of attendance of the First SPEEDIER Training event..... | 26 |
| Figure 21. Feedback questions screenshot..... | 30 |
| Figure 22. Feedback questions template..... | 30 |
| Figure 23. Screenshots of the questions and answers for session 1 | 31 |
| Figure 24. Screenshots of questions and answers for session 2 | 32 |
| Figure 25. Screenshots of the questions and answers for session 3 | 33 |
| Figure 26. Screenshots of the questions and answers for session 4 | 35 |
| Figure 27. Screenshots of the questions and answers for session 5 and 6 | 36 |
| Figure 28. Some examples of the questions and answers gathered from the training event | 37 |

INDEX OF TABLES

| | |
|---|----|
| Table 1: Technical core SPEEDIER work packages..... | 8 |
| Table 2. First SPEEDIER Expert and Trainers Training event agenda – Day 1 | 13 |
| Table 3. First SPEEDIER Expert and Trainers Training event agenda – Day 2..... | 13 |

Abbreviations

| | |
|-----|-----------------------------|
| CET | Central European Time |
| ECM | Energy Conservation Measure |
| EU | European Union |
| KPI | Key Performance Indicator |
| M | Month |
| Q&A | Questions and Answers |
| R&D | Research and Development |
| SME | Small and Medium Enterprise |
| WP | Work Package |



1 Executive Summary

A SPEEDIER Expert is an energy auditor, energy consultant or another energy expert that has been trained to deliver the SPEEDIER Service. Certified SPEEDIER Experts will be added to a Register of SPEEDIER Experts and can continue delivering the service beyond the life of the project.

A SPEEDIER Trainer is an individual from an energy agency, national energy forum, professional body or other multiplier organisation that is trained to train others to become SPEEDIER Experts. SPEEDIER Trainers will be expected to continue to train further SPEEDIER Experts after the end of the project.

The SPEEDIER work plan consists of 9 inter-connected work packages. The technical core of the project is concentrated on WPs 2-6, as described in the Table 1 below:

Table 1: Technical core SPEEDIER work packages.

| Work package number | Title |
|---------------------|---|
| WP2 | Literature review and needs analysis |
| WP3 | Needs and Opportunities for SMEs |
| WP4 | Development of content for SPEEDIER training materials |
| WP5 | Implementation of SPEEDIER Service in SMEs and large enterprises in 4 pilot regions |
| WP6 | Training of SPEEDIER Experts and SPEEDIER Trainers |

WP6 tests and evaluates the training materials developed for SPEEDIER Experts and SPEEDIER Trainers that were developed in WP4 and have to be tested in two phases, linked to the activities in WP5:

- **Phase one:**
 - I. SPEEDIER Team: to implement the training program with Phase one participants, to train SPEEDIER Experts and Trainers, and review and improve training for Phase two.
 - II. SPEEDIER Experts and Trainers: to receive the training and to shadow the SPEEDIER team.
- **Phase two:**
 - I. SPEEDIER Team: to oversee implementation with Phase two participants and to train additional SPEEDIER Experts and Trainers.
 - II. SPEEDIER Experts: to implement the program with Phase two participants.
 - III. SPEEDIER Trainers: to assist to train new SPEEDIER Experts.

In WP6, the first training activity trains an initial cohort of 25 SPEEDIER Experts, 3 of whom will be invited to shadow the consortium during the delivery of the first pilot activities in WP5. These certified SPEEDIER Experts will be invited to deliver the second pilot activity in WP5 so that the effectiveness of the training can be properly evaluated. The evaluation will be used in WP4 to refine and improve the SPEEDIER Experts training before running the training again with a second cohort of 25 potential SPEEDIER Experts.

The first training activity in WP6 also trains a cohort of 20 potential SPEEDIER Trainers in parallel with the SPEEDIER Experts. Three (3) of these trainers will be invited to assist with training the second cohort of potential SPEEDIER Experts to evaluate the effectiveness of this train-the-trainer package. The improved training package will be the basis of the development of an 'Education Kit' that will be used during capacity building events to help ensure SPEEDIER Service roll out across the EU in the medium and long term.

This document is focused on Phase one where the First SPEEDIER Experts and Trainers training was piloted and monitored. The aim of this document is to explain the training activities implemented during phase one and its evaluation process. It is important to mention that some minor modifications were made with respect to the original plan described in the proposal. These modifications (described below) affected the format and focus of the event, but did not affect the accomplishment of the overall objectives of the project or the defined KPIs.

- The original work plan intended to hold a single event for all Experts and Trainers in Brussels. During the first General Assembly meeting, the SPEEDIER partners considered running separate training in each pilot region to avoid excessive travel of the participants. However, due to the covid-19 pandemic the consortium chose to run a single event online and jointly to have a greater impact among the pilot countries.
- The training was postponed from September 2020 (M16) to December 2020 (M19) due mainly to the special situation provoked by COVID-19. Additionally, this postponement gave us more time to improve the quality of the training material, complete the first versions of the SPEEDIER Tool for Experts and the SPEEDIER Mobile app and to further develop the training material from Task 4.4.

Finally, the training event was successfully carried out on December 2nd and 3rd, 2020 with more than 100 participants (Experts and Trainers) across the two days.

2 Introduction

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.

A key innovation upon which the SPEEDIER Service is founded, is the self-financing mechanism. This novel funding mechanism works by implementing simple no-cost actions first (e.g. raising energy awareness of staff or switching to a cheaper energy supplier), ring fencing the savings from these actions and using them to pay for low, medium or high cost energy efficiency measures and the continued services of the SPEEDIER Expert. The iterative cycle of implementing energy conservation measures, determining the savings against an agreed baseline, ring fencing those savings and reinvesting them into additional measures is the core innovative principle of the SPEEDIER Service that can be applied to both SMEs and large enterprises. Thus, a revolving energy efficiency fund is created for each participating business, removing any barriers relating to lack of capital or lack of access to finance and allowing deep energy efficiency upgrades to be funded.

The project is to be self-financing to remove any financial barriers to energy audit uptake and implementation of ECMs. The mechanism for making this work in practice follows an Energy Performance Contract model where the consultant delivering the support retains a share of the savings as payment for the duration of the contract. This ensures that the Service is also suitable for large enterprises.

3 Training event preparation and communication

3.1 Objectives

The aims of the First SPEEDIER Experts and Trainers training were:

- To pilot the training workshops for Experts and future Trainers on SPEEDIER guidelines.
- To use the training content developed in Task 4.4, the piloting of SPEEDIER Experts and to provide this material to the participants.
- To monitor and evaluate the training program and pilots.

These actions are covered in Task 6.2 - Pilot and monitoring of First SPEEDIER Experts and Task 6.3 - Pilot and monitoring of First SPEEDIER Trainers.

3.2 Methodology

Task 6.2 and Task 6.3 were developed concurrently as they relate closely to each other. The SPEEDIER Trainers must first undertake the training for SPEEDIER Experts as part of their training. By December 2019, during the first General Assembly, the SPEEDIER partners had decided to carry out separate regional training events for SPEEDIER Experts and Trainers in each pilot country, instead of running a single event in Brussels. However, due to the COVID-19 situation, the SPEEDIER partners later decided to carry out the training online as a single event over two consecutive days. One of the expected benefits of this approach is to boost the networking among new SPEEDIER Experts and SPEEDIER Trainers.

The training was originally scheduled to take place between June 2020 (M13) and September (M16). Finally, it was postponed to December (M19) due mainly to special situation provoked by COVID-19. Additionally, this postponement gave the project time to improve the quality of the training material to be presented in the sessions. In the summer 2020, both the SPEEDIER Tool for Experts and the SPEEDIER Mobile app., which would be demonstrated during the event, were still being developed and tested and the training material from Task 4.4 was still to be defined. During M13 to M16, several meetings were held among the consortium partners to define the most appropriate agenda for the training event and the envisaged training approach was discussed with the Advisory Board on the 22nd/September/2021. After seven iterations of the agenda, the final version was agreed upon. The date set was December 2nd and 3rd, 2020 from 10:00 to 12.30h (CET).

In order to hold the training virtually, it was decided to outsource a platform called B2match (<https://www.b2match.com>) to organise and to communicate and disseminate details of the event. CTA already had experience after working with B2Match in previous European projects and found it to be the most suitable platform for this kind of event. The B2match platform was hired exclusively for the purpose of running the First SPEEDIER Experts and

Trainer training event to ease the process of organising and disseminating the event, to centralize the registrations and to have a unique channel of communication with participants.

CTA was in charge of finding the suppliers, creating the event and coordinating the communication and dissemination activities between the partners, and defining and implementing the evaluation process of the training program. IERC, LIT, POLIMI, ITEC and TFC designed and created the training material and contents of the event. They prepared the presentations and the questions to address the KPIs related with Experts and Trainers capabilities. CTA was in charge of gathering all the presentations and prepare a single presentation for both days. The KPI questions were integrated into the Mentimeter (<https://www.mentimeter.com/>) application to make it easy for the Experts and Trainers to answer.

During the event, CTA was responsible for collecting all the questions from the participants via the chat function. At the end of each section and following the evaluation questions, which were asked to the audience via Mentimeter, a moderator posed the questions from the chat to the speakers so that they could be answered directly. In parallel, there were several interactions between the participants and the speakers through the chat function. As there was not a sufficient amount time to answer all the questions during the event, the answers were prepared in a document and e-mailed to all the participants.

Three weeks before the training event took place, strong dissemination activities were carried out using the project's social media accounts and SPEEDIER partners' social media and other networks.

After the training event, the [Certificate of Attendance](#) created by POLIMI was sent to all the participants. It is available for download on the training event platform.

3.3 Agenda

As mentioned above, several internal meetings were held to agree the agenda for the First SPEEDIER Experts and Trainers training event. Being an online event, it was intended to be as attractive as possible to maintain the interest of Experts and Trainers throughout the training. For that reason, the format chosen was created to allow the attendees to participate and to interact with the speakers as much as possible. Attendees were able to ask the speakers questions regarding each topic and give live feedback and opinions on the topic being presented. The final agenda (version number 7) is shown below in Table 2 and 3.

Table 2. First SPEEDIER Expert and Trainers Training event agenda – Day 1

Wednesday, 2nd December 2020

| | | | | |
|-------|-------|-------|--|------------------------|
| 00:05 | 10:00 | 10:05 | Event opening & welcome | Jo Southernwood (IERC) |
| | | | | |
| 00:30 | 10:05 | 10:35 | Session 1: Introduction to the SPEEDIER Service <ul style="list-style-type: none"> Why is it so hard to persuade SMEs to manage energy consumption? Why is a strong business case not enough to persuade SMEs to <i>take action</i>? How can changing your approach to selling energy audits and energy efficiency services remove barriers working with SMEs? | Jo Southernwood (IERC) |
| | | | | |
| 00:15 | 10:35 | 10:50 | Q&A | Participants |
| | | | | |
| 00:30 | 10:50 | 11:20 | Session 2: Building an Energy Culture <ul style="list-style-type: none"> An alternative approach to engaging with decision makers. How to link energy management to the strategic business objectives. The role of the Energy Champion and SPEEDIER Expert. | Padraic O'Reilly (LIT) |
| | | | | |
| 00:15 | 11:20 | 11:35 | Q&A | Participants |
| | | | | |
| 00:35 | 11:35 | 12:10 | Session 3: New approaches to overcoming the financial barriers to energy auditing <ul style="list-style-type: none"> What approaches can be taken to remove financial barriers for SMEs? How to remove the perceived risk of investing in energy efficiency. Case study from an Energy Services Company | Padraic O'Reilly (LIT) |
| | | | | |
| 00:15 | 12:10 | 12:25 | Q&A | Participants |
| | | | | |
| 00:05 | 12:25 | 12:30 | Event closing & Conclusions | Jo Southernwood (IERC) |

Table 3. First SPEEDIER Expert and Trainers Training event agenda – Day 2

Thursday, 3rd December 2020

| | | | | |
|-------|-------|-------|---|---|
| 00:05 | 10:00 | 10:05 | Event opening & welcome | Jo Southernwood (IERC) |
| | | | | |
| 00:45 | 10:05 | 10:50 | Session 4: SPEEDIER Tool for SPEEDIER Experts <i>The project team has developed a software tool to assist energy experts to carry out energy audits and manage the staged implementation of energy efficiency measures for SMEs. In this session we will demonstrate the key features of the tool, how to use it.</i> | Diana Romeu (ITEC) |
| | | | | |
| 00:15 | 10:50 | 11:05 | Q&A | Participants |
| | | | | |
| 00:30 | 11:05 | 11:35 | Session 5: SPEEDIER Mobile App <i>The project team has developed a mobile app to be used by SMEs to help to develop an energy culture. In this session we will demonstrate the key features of the app, how to use it, and how it links to the tool for experts.</i> | Jo Southernwood (IERC) |
| | | | | |
| 00:20 | 11:35 | 11:55 | Session 6: Impact Assessment <ul style="list-style-type: none"> How to measure whether the proposed approach is successful Presentation of tools to measure project impact | Jo Southernwood (IERC)/ Ruchi Agrawal (IERC) |
| | | | | |
| 00:15 | 11:55 | 12:10 | Q&A | Participants |
| | | | | |
| 00:20 | 12:10 | 12:30 | Event closing & Conclusions | Jo Southernwood (IERC) |

The training event was divided on 6 sessions:

- Day 1:
 - Session 1 focused on SPEEDIER Service (30")
 - Session 2 focused on Building and Energy Culture. (30")
 - Session 3 focused on the Financial barriers in energy audits. (35")
- Day 2:
 - Session 4 focused on SPEEDIER Tool for SPEEDIER Experts. (45")
 - Session 5 focused on SPEEDIER Mobile App. (30")
 - Session 6 focused on Impact Assessment. (20")

Five 15-minutes Question and Answer (Q&A) slots were set up to conduct the evaluations and answer the participants' questions relating to each session in order to facilitate the participation of the Experts and Trainers in the event. Questions relating to the SPEEDIER mobile app and the impact assessment were answered at the same time.

In order to be more efficient and to gather the attention of the participants, it was decided that the number of speakers should be limited to four speakers who were designed and prepared all the training materials. Two slots were included, at the beginning and end of each day, to open and close the event and to make some conclusions in the last day.

3.4 Training event organization

The entire training event was organised using the B2Match platform. The website of the event can be found at the following link <https://speedier-service.b2match.io>.

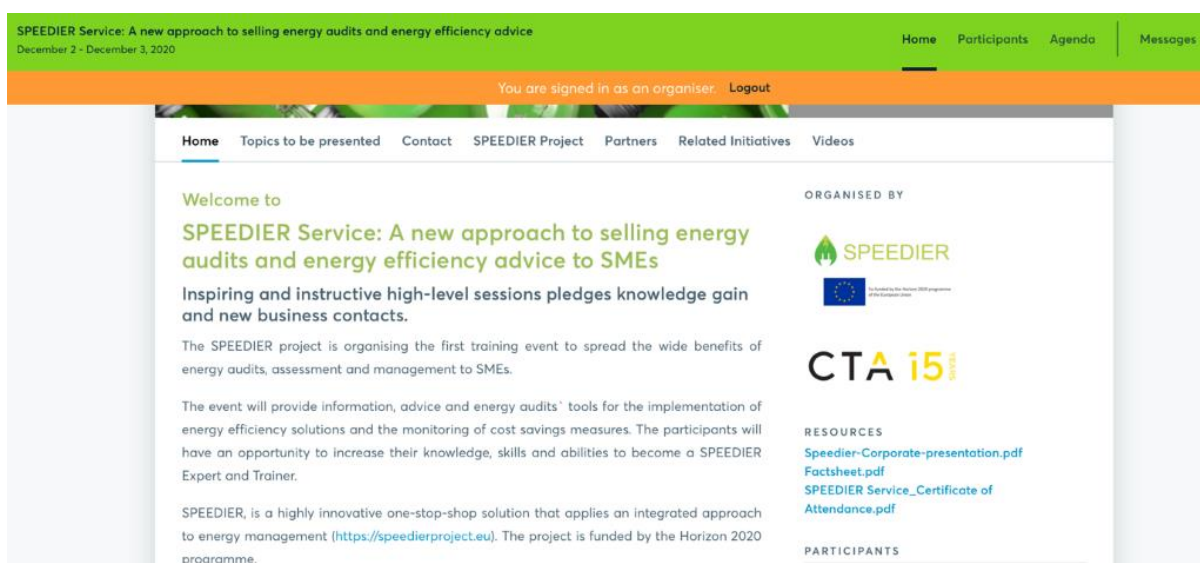
The training event website contained the following sections:

- [Homepage](#) which is further divided into the following sections:
 1. Landing page with a detailed description of the aim of the training event. See Figure 1 and Figure 2.

Figure 1. Training event website – Landing page (part 1)



Figure 2. Training event website – Landing page (part 2)



2. [Topics to be presented](#) with a detailed description of each one.

Figure 3. Training event website - Topics to be presented

The screenshot shows the 'Topics to be presented' section of the SPEEDIER Service website. The header includes the site title 'SPEEDIER Service: A new approach to selling energy audits and energy efficiency advice' and navigation links for Home, Participants, Agenda, Login, and Registration closed. The main content area lists three topics:

- Introduction to the SPEEDIER Service** by Jo Southernwood (IERC)
 - Why is it so hard to persuade SMEs to manage energy consumption?
 - Why is a strong business case not enough to persuade SMEs to take action?
 - How can changing your approach to selling energy audits and energy efficiency services remove barriers working with SMEs?
- Building an Energy Culture** by Padraic O'Reilly (LIT)
 - An alternative approach to engaging with decision makers.
 - How to link energy management to the strategic business objectives.
 - The role of the Energy Champion and SPEEDIER Expert.
- New approaches to overcoming the financial barriers to energy auditing** by Padraic O'Reilly (LIT)
 - What approaches can be taken to remove financial barriers for SMEs?
 - How to remove the perceived risk of investing in energy efficiency.
 - Case study from an Energy Services Company.

On the right side, there is a 'REGISTRATION' status (Closed since 3 December 2020), 'ORGANISED BY' logos for SPEEDIER and the European Union, 'CTA i5' branding, 'RESOURCES' (links to presentation, factsheet, certificate, and questions/answers), and 'PARTICIPANTS' (showing 1 participant from Belgium).

3. [Contact](#) details of the event organizers.

Figure 4. Training event website - Contact

The screenshot shows the 'Contact' section of the SPEEDIER Service website. The header is identical to Figure 3. The main content area provides contact information for CTA:

CTA
Technological Corporation of Andalusia
Rocío De la Rosa Gilabert
rocio.rosa@corporaciontecnologica.com

CTA
Marisol Castro
marisol.castro@corporaciontecnologica.com
<https://www.corporaciontecnologica.com>

On the right side, there is a 'REGISTRATION' status (Closed since 3 December 2020), 'ORGANISED BY' logos for SPEEDIER and the European Union, 'CTA i5' branding, 'RESOURCES' (links to presentation, factsheet, certificate, and questions/answers), and 'PARTICIPANTS' (showing 1 participant from Belgium).

4. [SPEEDIER Project](#) details and information.

Figure 5. Training event website - SPEEDIER project

SPEEDIER Project

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, implementation of energy efficiency solutions and monitoring of impacts.

SPEEDIER delivers a self-financing outsourced energy management service with much benefit to SMEs, enabling them to implement energy conservation measures and also obtain access to 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 by outsourcing all time-consuming energy management activities that require technical expertise.

The iterative cycle of implementing energy conservation measures, determining the savings against an agreed baseline, ring fencing those savings and reinvesting them into additional measures is the core innovative principle of the SPEEDIER Service that can be applied to both SMEs and large enterprises.

REGISTRATION
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CTA i5
SME

RESOURCES
[Speedier-Corporate-presentation.pdf](#)
[Factsheet.pdf](#)
[SPEEDIER Service_Certificate of Attendance.pdf](#)
[Questions and Answers.pdf](#)

PARTICIPANTS

| | |
|---------|---|
| Belgium | 1 |
|---------|---|

5. [Partners](#) involved (names and description of the consortium).

Figure 6. Training event website - Partners

International Energy Research Center

The International Energy Research Centre (IERC), located in Cork, Ireland is a collaborative research organization that seeks to identify and exploit opportunities in the energy demand space through a holistic, systems approach to technology, policy, and markets. The IERC delivers the research needed to enable improvements through the five lenses of technology, analytics, behaviour, business models, and policy and regulation.

IERC Industry members work collaboratively with leading researchers to address the energy demand side challenges by examining how the highest quality of end use service can be delivered at maximum efficiency.

Sustainable INNOVATIONS
Sustainable Innovations Europe

REGISTRATION
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CTA i5
SME

RESOURCES
[Speedier-Corporate-presentation.pdf](#)
[Factsheet.pdf](#)
[SPEEDIER Service_Certificate of Attendance.pdf](#)
[Questions and Answers.pdf](#)

PARTICIPANTS

| | |
|---------|---|
| Belgium | 1 |
|---------|---|

6. [Related initiatives](#): in this sense the 'sister' H2020 projects were mentioned such as INNOVEAS, SEmPower Efficiency, ICCEE and E2Driver.

Figure 7. Training event website - Related initiatives



7. [Videos](#) related with the project: SPEEDIER project official video, participation in COP25 and Advisory Boards interviews.

Figure 8. Training event website - Videos (part 1).

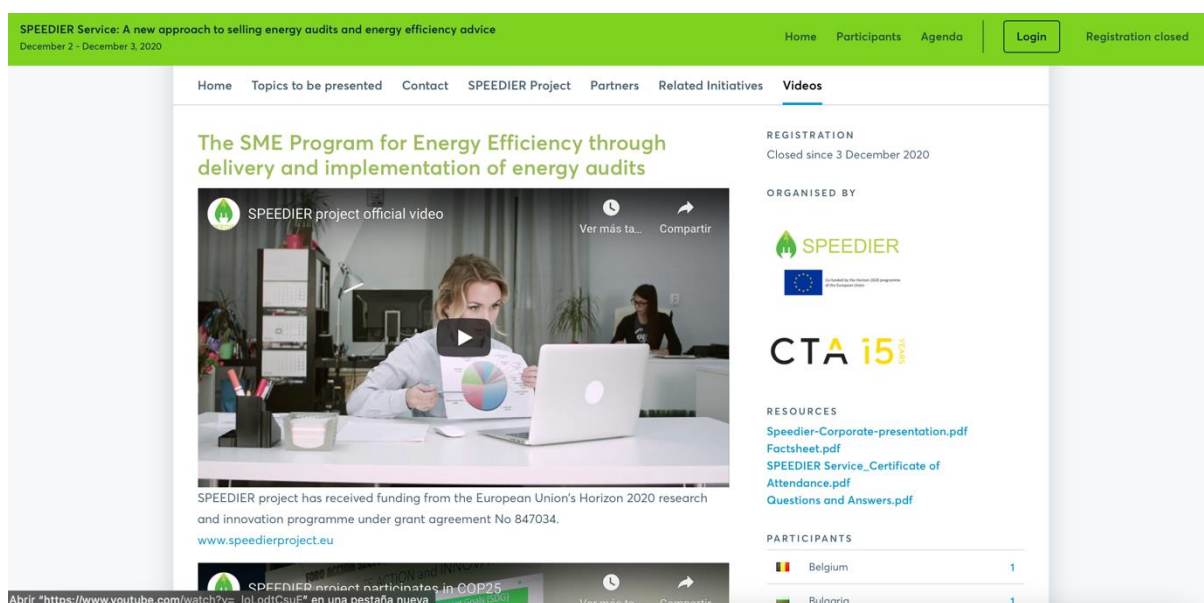


Figure 9. Training event website - Videos (part 2)

The screenshot shows the 'Videos' section of the SPEEDIER website. The main content area features a video player with a thumbnail of a presentation titled 'SPEEDIER project participates in COP25'. Below the video, there is a text block stating: 'On December, 11, the SPEEDIER Project had the great opportunity to present its objectives and progress at the COP 25 hosted in Madrid (Spain)'. Below this, there is a section for 'Advisory Board interviews' with a thumbnail of a man speaking. To the right of the video player, there is a list of countries and their corresponding counts:

| | |
|----------------|------------|
| Belgium | 1 |
| Bulgaria | 1 |
| Canada | 1 |
| France | 2 |
| Greece | 1 |
| India | 1 |
| Ireland | 36 |
| Italy | 9 |
| Netherlands | 1 |
| Pakistan | 1 |
| Poland | 1 |
| Romania | 35 |
| Serbia | 1 |
| Spain | 34 |
| United Kingdom | 3 |
| Total | 128 |

- **Participants:** this section lists the participants (Experts and Trainers) registered for the training event.

Figure 10. Training event website - Participants

The screenshot shows the 'Participants' section of the SPEEDIER website. The header includes a navigation bar with 'Home', 'Participants', and 'Agenda'. Below the header, there is a search bar and a list of participants. The list is filtered by 'PERSON' and 'ORGANIZATION'. The participants listed are:

- Jose Ignacio Pérez Tapia**
Analista de Desarrollo de Negocio at BETTERGY
MALAGA, SPAIN
- Stavros Marinos**
Procurement specialist at Auditel
CELBRIDGE, IRELAND
- Lorenzo Morales Martínez**
Business development at DEKRA España SL
TERRASSA, SPAIN
- Atif Imran Imran Raja**
Energy Distribution Specialist at K-Electric
KARACHI, PAKISTAN
- Renato Migliora**
consulente PMI at PRIVATO

- [Agenda](#): details of the event's agenda for the two days

Figure 11. Training event website - Agenda

| SPEEDIER Service: A new approach to selling energy audits and energy efficiency advice December 2 - December 3, 2020 | | Home | Participants | Agenda | Login | Registration closed |
|---|---|------|--------------|--------|-------|---------------------|
| The time displayed in the Agenda is in the Europe/Madrid time zone (the current time is 20:01). | | | | | | |
| Wednesday, December 02, 2020 | | | | | | |
| 09:45 - 12:30 | SPEEDIER Service Event - Part 1 (event link here) | | | | | |
| 10:00 - 10:05 | Event opening | | | | | |
| 10:05 - 10:35 | Introduction to the SPEEDIER Service | | | | | |
| 10:35 - 10:50 | Quick questions & answers | | | | | |
| 10:50 - 11:20 | Building an Energy Culture | | | | | |
| 11:20 - 11:35 | Quick questions & answers | | | | | |

In addition, the B2Match platform was used to allow direct contact with the participants. Some of the messages sent from the platform are shown in Figure 12 and 13.

Figure 12. Training event website - Message (Example 1)

Subject: SPEEDIER Service: A new approach to selling energy audits and energy efficiency advice

SPEEDIER Service: A new approach to selling energy audits and energy efficiency advice
2 - 3 December 2020

Dear Rocío de la Rosa Gilabert,

Today begins the First SPEEDIER event that will take place on **2nd and 3rd December** from **10:00h to 12:30h (CET Time)**.

Here you can find the link for [Day 1: Wednesday 2nd](#) and for [Day 2: Thursday 3rd](#). Check out the [Event's Agenda](#).

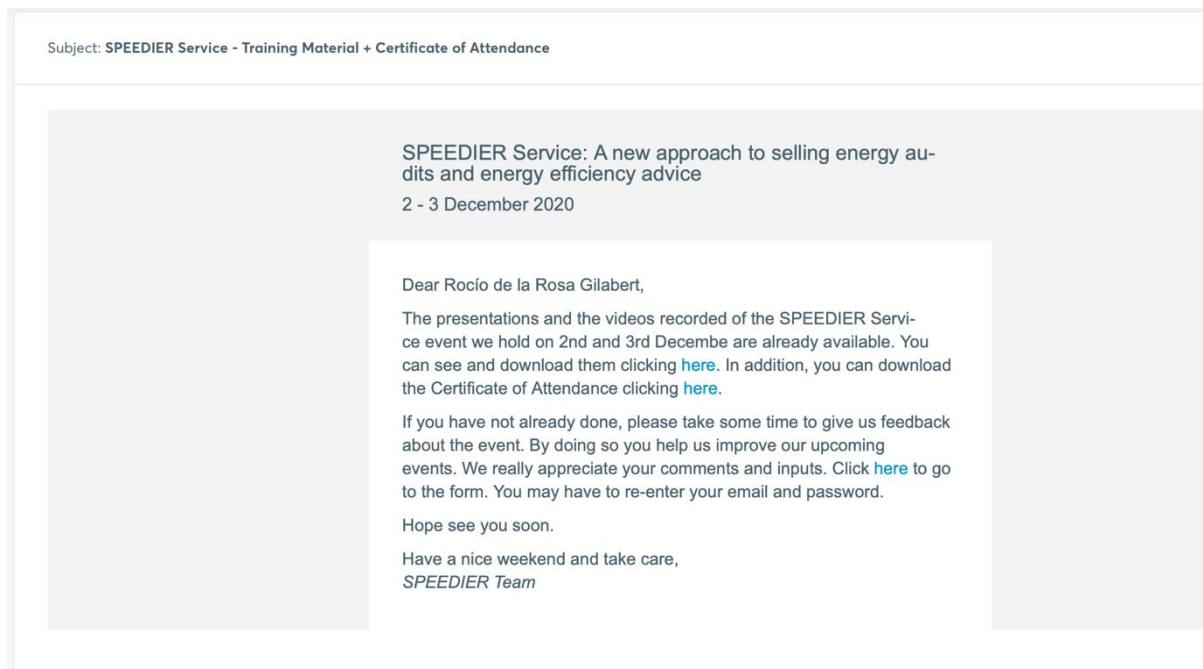
Tomorrow we are going to talk about the online SPEEDIER Tool to perform energy audits. So we encourage you to test it. To do so, you must register [here](#) and then log in [here](#).

Hope you enjoy the sessions!

See you later,

SPEEDIER Team

Figure 13. Training event website - Message (Example 2)



Once the organization of the training event was ready, it was presented to consortium for their approval and to start the outreach activities.

3.5 Training material

IERC, LIT, ITEC, POLIMI and TFC prepared all the training material needed for the proper execution of the training event. Several iterations and meetings between speakers and FCTA were needed to agree on the final content and to develop high quality e-learning material and resources.

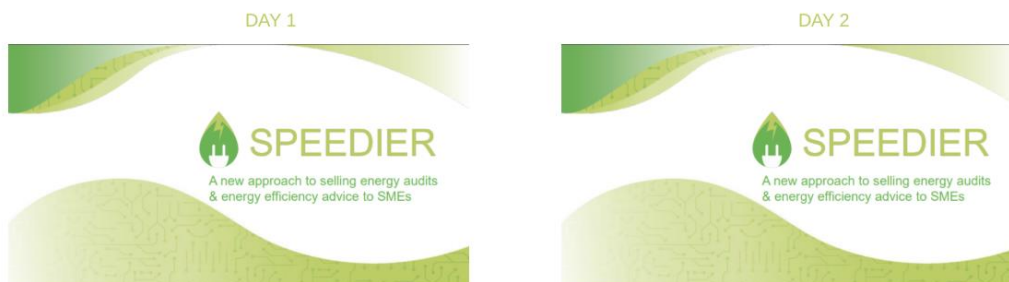
The [Training content](#) was created in English but the presentations materials will be translated to Spanish, Italian and Romanian and uploaded to the website. After the event, the training content was uploaded together with recordings of the [sessions](#) in the SPEEDIER project website, links below:

- [Presentation used for Day 1.](#)
- [Video from Day 1.](#)
- [Presentation used for Day 2.](#)
- [Video from Day 2.](#)

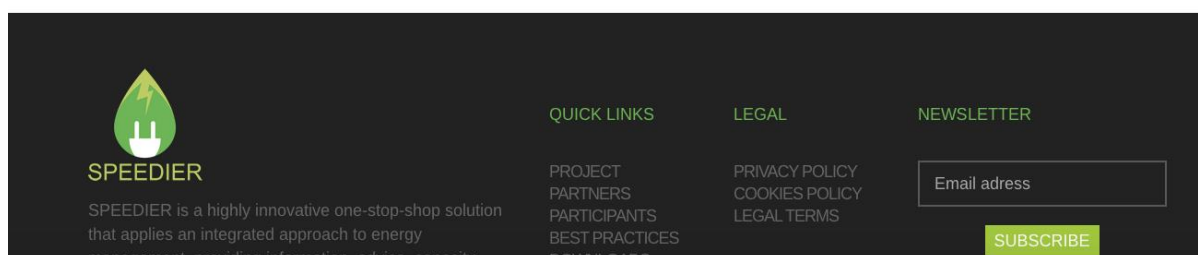
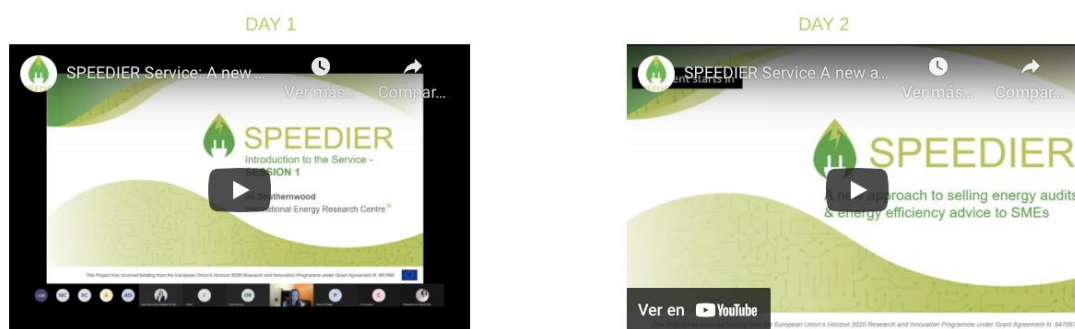
Figure 14. Presentations and videos of the First SPEEDIER Expert and Trainers training event

A new approach to selling energy audits and energy efficiency advice to SMEs.

Presentations



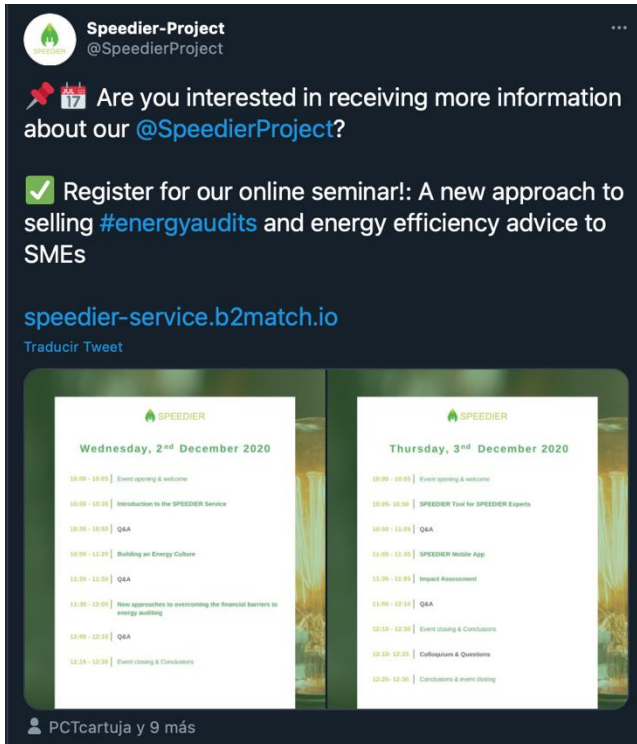
Videos



3.6 Communication and dissemination activities

A strong communication and dissemination strategy were implemented by the communication leader (SIE) through SPEEDIER official channels. This was supported by the whole consortium, particularly by the partners from the pilot regions, via their personal and company networks. See below some examples of tweets.

Figure 15. Example of tweets promoting the First SPEEDIER Training



4 Key indicators of the training event

In this paragraph, we will point out the main indicators of the training event: starting from with a general overview of the participants (4.1): general figures and the nature of the organizations that took part in it; and having a look at training evaluation (4.2).
















4.1 General overview of the participation

4.1.1 Registered

In total 128 persons registered to attend the Frist SPEEDIER Experts and Trainers training. They came from a rich variety of countries including Ireland (36 p.), Spain (34 p.), Romania (35 p.) and Italy (9 p.), Belgium (1 p.), Bulgaria (1 p.), Canada (1 p.), France (2 p.), Greece (1 p.), India (1 p.), Netherlands (1 p.), Pakistan (1 p.), Poland (1 p.), Serbia (1 p.) and UK (3 p.). See Figure 15.

Of the total number of registered participants, 90% are from the pilot countries of the project, i.e. Ireland, Spain, Romania and Italy.

Figure 16. Total number of participants per country of origin.

| PARTICIPANTS | | | | | |
|---|----------|----|---|----------------|------------|
|  | Belgium | 1 |  | Netherlands | 1 |
|  | Bulgaria | 1 |  | Pakistan | 1 |
|  | Canada | 1 |  | Poland | 1 |
|  | France | 2 |  | Romania | 35 |
|  | Greece | 1 |  | Serbia | 1 |
|  | India | 1 |  | Spain | 34 |
|  | Ireland | 36 |  | United Kingdom | 3 |
|  | Italy | 9 | Total | | 128 |

4.1.2 Type of organizations

Regarding the type of organizations participating, we have also a rich variety of entities: 32 SMEs, 6 Universities, 14 R&D Institutions, 14 Associations/Agencies, 4 Authorities/Governments, 6 Clusters, 14 Large companies, 26 energy auditors and 12 do not identify themselves with any of the previous categories. See Figure 17.

Figure 17. Type of participating organizations

| PARTICIPANTS | |
|----------------------|------------|
| SMEs | 32 |
| University | 6 |
| R&D Institution | 14 |
| Association/Agency | 14 |
| Authority/Government | 4 |
| Cluster | 6 |
| Large Company | 14 |
| Other | 12 |
| Energy Auditor | 26 |
| Total | 128 |

4.1.3 Attendees

One of the KPIs of WP6 was to achieve an attendance of 20-25 Experts and 20-25 Trainers. On the first day, 62 attendees (see Figure 18) were reached and on the second day, 44 attendees (see Figure 19) were reached, so this indicator was satisfactorily completed. This means that approximately 50% of those who registered took part in the training event.

Figure 18. Screenshot for Day 1

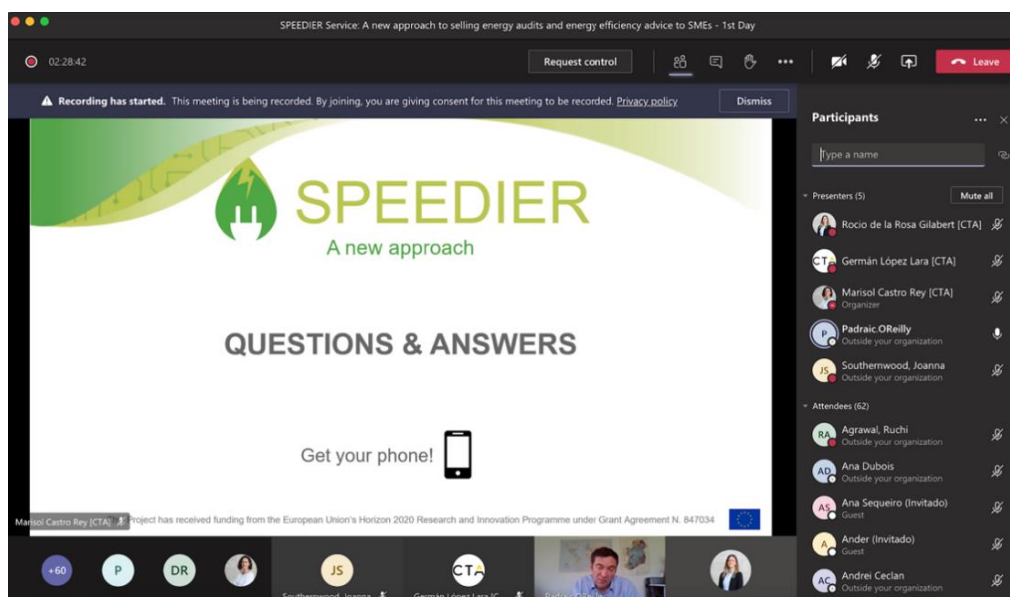
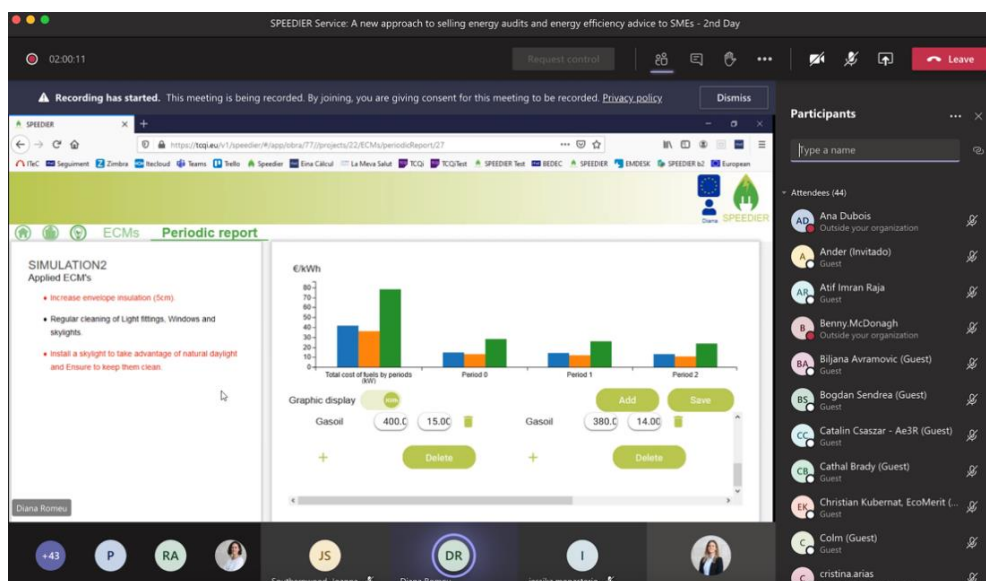


Figure 19. Screenshot for Day 2



On completion of the Expert and Trainers training program, a Certificate of Attendance was provided by POLIMI and sent to each participant. See Figure 20.

Figure 20. Certificate of attendance of the First SPEEDIER Training event



4.2 Training evaluation

The training event was evaluated according with task 6.4 Evaluation of SPEEDIER Experts and SPEEDIER Trainers training using the following approaches:

1. 360° evaluation performance amongst themselves. (see 4.2.1)
2. Evaluation based in a set of KPIs that was defined by the project consortium and are related with Experts and Trainers capabilities. (see 4.2.2)

4.2.1 Feedback questions

For 360° performance evaluation, a list of questions was sent to the participants and SPEEDIER partners after the training event to collect all the feedbacks. Only the 45% of the attendees answered these questions. The questions raised and the obtained answers are shown below:

Regarding event & Organization

1. Did the event meet your expectations? (single choice)
 - a. Yes (99,95%)
 - b. No. (0,05%)
2. How could the format of the event be improved? (single choice)
 - a. It is fine at it is (58%)
 - b. Face-to-face instead of online (14%)
 - c. Delivered in local language (4%)
 - d. Break-out sessions to allow discussions of topics (20%)
 - e. Shorter sessions split over more days (4%)
 - f. Both parts on the same day (0%)
 - g. Others (0%)
3. Please give us your advice on how we can improve this event next time (open answer)
 - Include written subtitles to facilitate understanding.
 - Give answers to all questions.
 - Enable breakout sessions to allow the participants give their opinions.
 - More practical exposure with real business case or real energy data of any SME.
4. Please rate the assistance received before and during the event (single choice)
 - a. Excellent (58%)
 - b. Good (37%)
 - c. Average (5%)
 - d. Fair (0%)
 - e. Poor (0%)

Regarding the topics

5. How do you evaluate the information and presentation heard about SPEEDIER Service? (single choice)
 - a. Excellent (58%)
 - b. Good (25%)
 - c. Average (17%)
 - d. Fair (0%)
 - e. Poor (0%)
6. How do you evaluate the information and presentation heard about Building an Energy Culture? (single choice)
 - a. Excellent (58%)
 - b. Good (17%)
 - c. Average (25%)
 - d. Fair (0%)
 - e. Poor (0%)
7. How do you evaluate the information and presentation heard about Financial Barriers in Energy Auditing? (single choice)
 - a. Excellent (54%)
 - b. Good (25%)
 - c. Average (17%)
 - d. Fair (4%)
 - e. Poor (0%)
8. How do you evaluate the information and presentation heard about SPEEDIER Tool? (single choice)
 - a. Excellent (54%)
 - b. Good (37%)
 - c. Average (3%)
 - d. Fair (3%)
 - e. Poor (3%)
9. How do you evaluate the information and presentation heard about SPEEDIER Mobile App? (single choice)
 - a. Excellent (42%)
 - b. Good (33%)
 - c. Average (17%)
 - d. Fair (4%)
 - e. Poor (4%)
10. How do you evaluate the information and presentation heard about Impact Assessment? (single choice)
 - a. Excellent (50%)
 - b. Good (30%)
 - c. Average (20%)
 - d. Fair (0%)
 - e. Poor (0%)
11. About which topic(s) would you like to know more? (open answer)
 - SPEEDIER Tool for Experts (45%)

- Energy Culture (15%)
- SPEEDIER Service general (10%)
- SPEEDIER Mobile app (15%)
- Self-financing approach (15%)

Regarding the registration & event platform

12. How good was the registration process? (single choice)

- a. Excellent (75%)
- b. Good (20%)
- c. Average (0%)
- d. Fair (5%)
- e. Poor (0%)

13. How would you rate the website content and the information provided by the organisers? (single choice)

- a. Excellent (58%)
- b. Good (30%)
- c. Average (12%)
- d. Fair (0%)
- e. Poor (0%)

General aspects

14. Ideas and wishes for the next edition (open answer)

- Include anonymised case studies.
- More specific questions and less on general aspects related with energy efficiency.
- To further enhance the value of the SPEEDIER Tool.
- Connect SPEEDIER with other similar H2020 European projects.
- More information regarding the energy culture.
- More training content for the SPEEDIER Experts and Trainers.

Figure 21. Feedback questions screenshot

| Feedback Questions | | | |
|---|-------------------------------|--------------|---|
| Select Question Type | | Add Question | |
| Title | Type | Mandatory | |
| Event & Organisation | Group | | Edit Delete |
| Did the event meet your expectations? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How could the format of the event be improved? | Single choice (Radio Buttons) | Yes | Edit Delete |
| Please give us your advice on how we can improve this event next time. | Multi-Line Text (Text Area) | No | Edit Delete |
| Please rate the assistance received before and during the event | Single choice (Radio Buttons) | Yes | Edit Delete |
| Topics | Group | | Edit Delete |
| How do you evaluate the information and presentation heard about SPEEDIER Service? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How do you evaluate the information and presentation heard about Building an Energy Culture? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How do you evaluate the information and presentation heard about Financial Barriers in Energy Auditing? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How do you evaluate the information and presentation heard about SPEEDIER Tool? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How do you evaluate the information and presentation heard about SPEEDIER Mobile App? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How do you evaluate the information and presentation heard about Impact Assessment? | Single choice (Radio Buttons) | Yes | Edit Delete |
| About which topic(s) would you like to know more? | Multiple Choice (Check Boxes) | Yes | Edit Delete |
| Registration & event app | Group | | Edit Delete |
| How good was the registration process? | Single choice (Radio Buttons) | Yes | Edit Delete |
| How would you rate the website content and the information provided by the organisers? | Single choice (Radio Buttons) | Yes | Edit Delete |
| General | Group | | Edit Delete |
| Ideas and wishes for the next edition | Multi-Line Text (Text Area) | No | Edit Delete |

Figure 22. Feedback questions template

Event Feedback

Please take some time to give us feedback about the event. By doing so you help us improve our upcoming events. For any further questions, please get in touch with the organizers.

Event & Organisation

DID THE EVENT MEET YOUR EXPECTATIONS? ☒ Yes ☐ No

HOW COULD THE FORMAT OF THE EVENT BE IMPROVED? ☒ It's fine as it is ☐ Face-to-face instead of online ☐ Delivered in local language ☐ Break-out sessions to allow discussion of topics ☐ Shorter sessions split over more days ☐ Both parts on the same day ☐ Others

Please, select all options that you agree with.

PLEASE GIVE US YOUR ADVICE ON HOW WE CAN IMPROVE THIS EVENT NEXT TIME.

PLEASE RATE THE ASSISTANCE RECEIVED BEFORE AND DURING THE EVENT ☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Poor

Topics

HOW DO YOU EVALUATE THE INFORMATION AND PRESENTATION HEARD ABOUT SPEEDIER SERVICE? ☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Poor

HOW DO YOU EVALUATE THE INFORMATION AND PRESENTATION HEARD ABOUT BUILDING AN ENERGY CULTURE? ☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Poor

HOW DO YOU EVALUATE THE INFORMATION AND PRESENTATION HEARD ABOUT FINANCIAL BARRIERS IN ENERGY AUDITING? ☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Poor

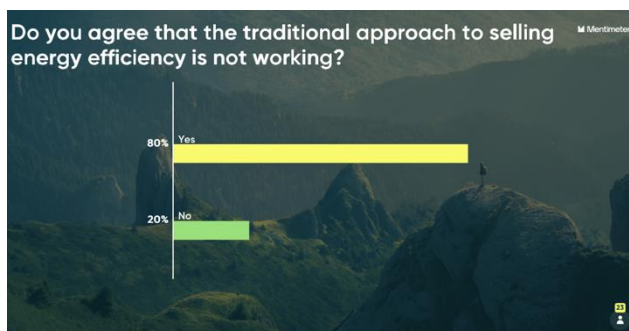
HOW DO YOU EVALUATE THE INFORMATION AND PRESENTATION HEARD ABOUT SPEEDIER TOOL? ☒ Excellent ☐ Good ☐ Average ☐ Fair ☐ Poor

4.2.2 Questions and Answers slots

For the **evaluation based on a set of KPIs** a series of questions were prepared to be presented during the event and answered by all the participants after each session. The questions were presented through the Mentimeter platform and are listed below:

- For Day 1:
 - Session 1:
 1. Do you agree that the traditional approach to selling energy efficiency is not working?
 2. Do you think energy audits for SMEs should be made mandatory?
 3. How do you think SMEs will respond to being offered an outsourced energy management service?
 4. How do you think SMEs will react to the ring-fencing mechanism?

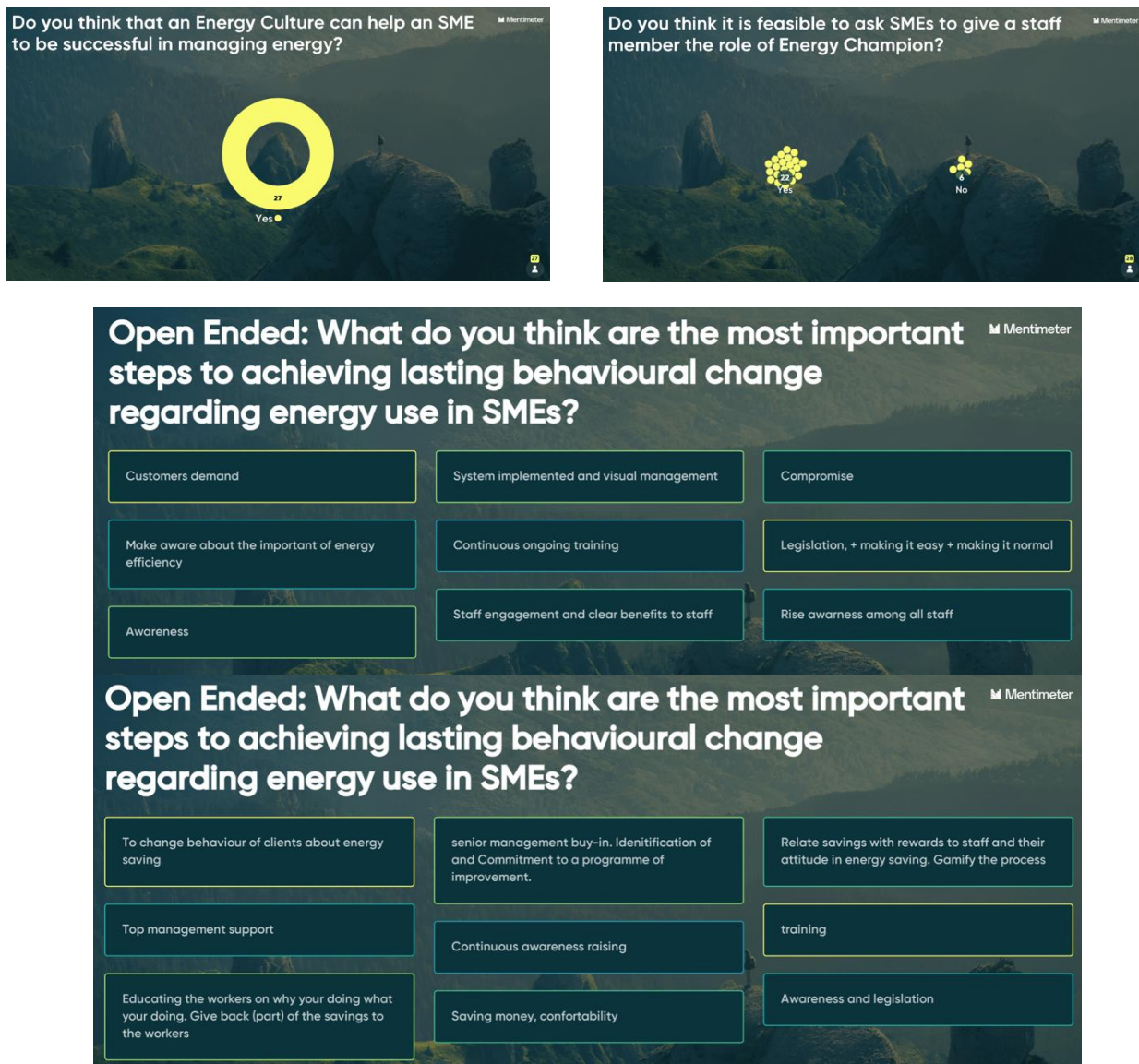
Figure 23. Screenshots of the questions and answers for session 1

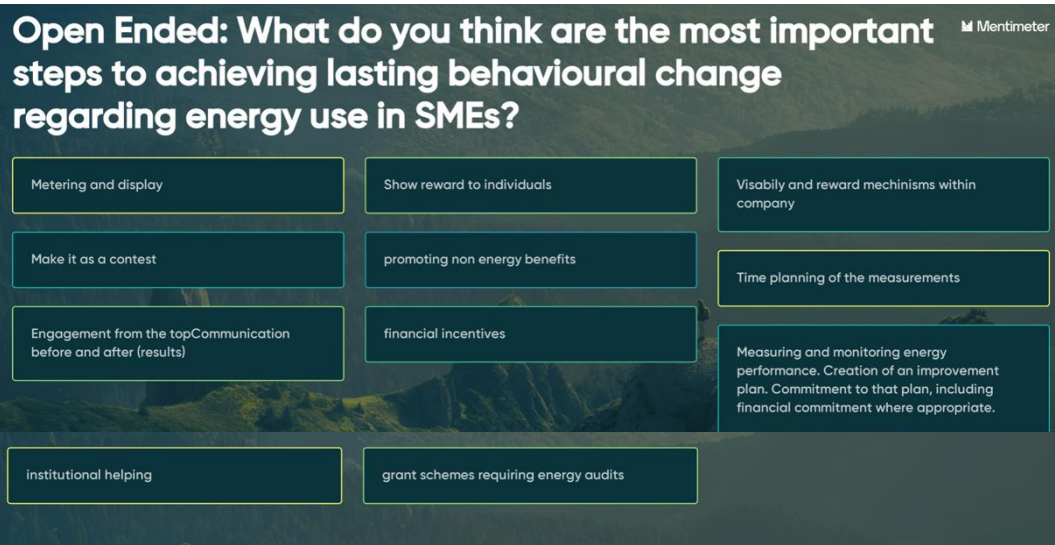


- Session 2:
 5. Do you think that an Energy Culture can help an SME to be successful in managing energy?
 6. Do you think it is feasible to ask SMEs to give a staff member the role of Energy Champion?

7. What do you think are the most important steps to achieving lasting behavioural change regarding energy use in SMEs?

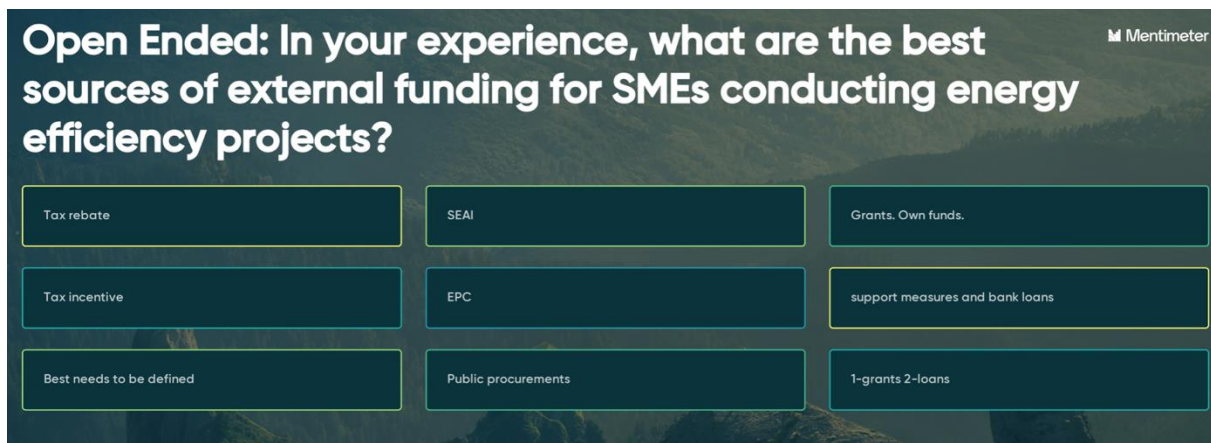
Figure 24. Screenshots of questions and answers for session 2





- Session 3:
- 8. Would you consider entering into a shared-savings contract with an SME where ALL your income was dependent on shared savings?
- 9. Would you consider entering into a shared-savings contract with an SME where SOME your income was dependent on shared savings?
- 10. In your experience, what are the best sources of external funding for SMEs conducting energy efficiency projects?

Figure 25. Screenshots of the questions and answers for session 3



Open Ended: In your experience, what are the best sources of external funding for SMEs conducting energy efficiency projects?

Mentimeter

SEAI

European funds

Voucher schemes for grant administration

government incentives

Public incentives

Low interest loans

Revolving loan funds

My experience tells me that the company that is not already motivated to save energy is not worth trying. If we find a client who is interested, then we can talk about any type of contract

EU funds

Open Ended: In your experience, what are the best sources of external funding for SMEs conducting energy efficiency projects?

Mentimeter

public incentives

Eu funds

ESCOs

The issue with many of the upgrades as a service is that they are squashed against the SME but seem attractive as they are opex

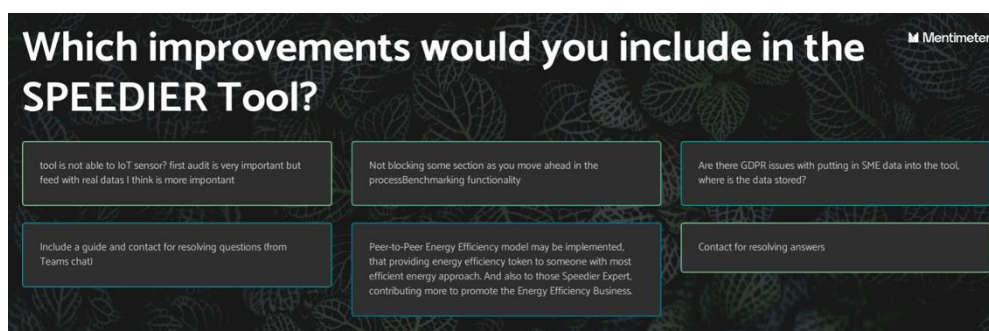
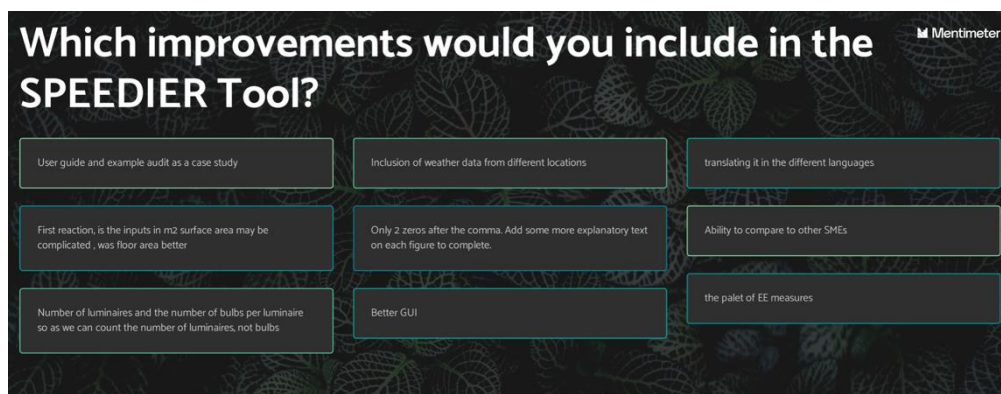
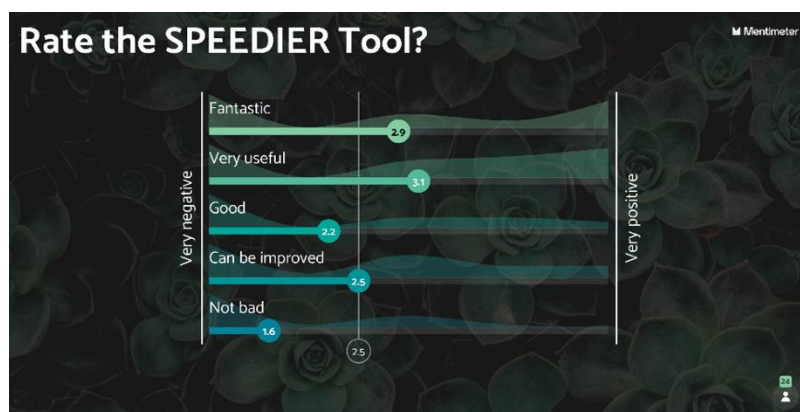
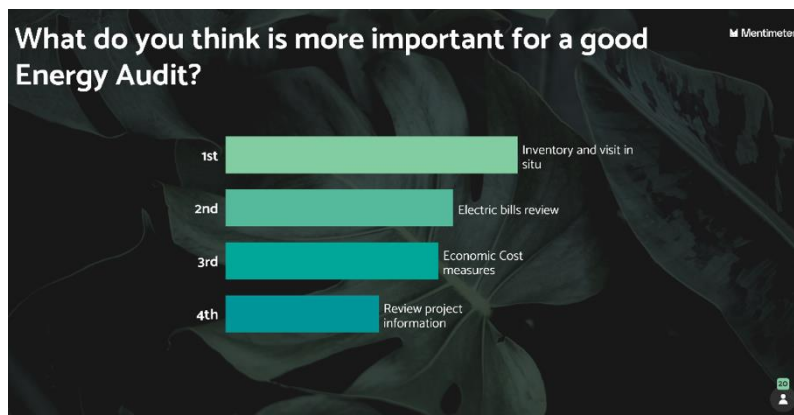
EPC

Public Incentives

Govt. Policies and Legislation in terms of tax rebate and low interest rate and most important giving a specific quota to export to their products and services.

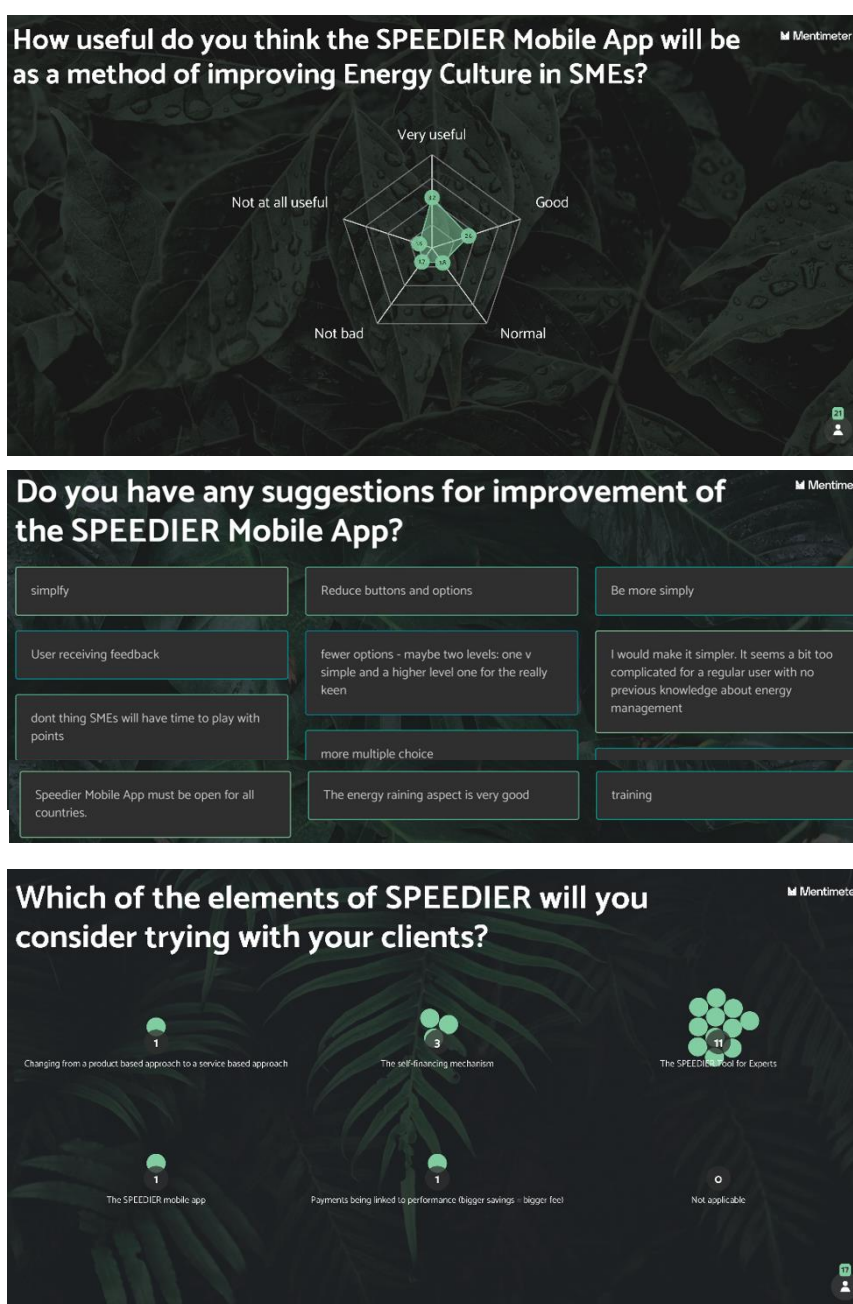
- For Day 2:
- Session 4:
- 1. What do you think is more important for a good Energy Audit?
- 2. Rate the SPEEDIER Tool?
- 3. Which improvements would you include in the SPEEDIER Tool?

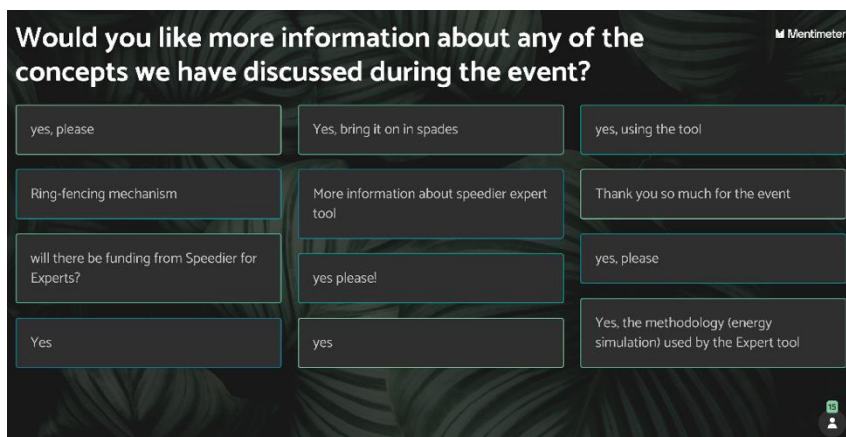
Figure 26. Screenshots of the questions and answers for session 4



- Session 5 & 6:
- 4. How useful do you think the SPEEDIER Mobile App will be as a method of improving Energy Culture in SMEs?
- 5. Do you have any suggestions for improvement of the SPEEDIER Mobile App?
- 6. Which of the elements of SPEEDIER will you consider trying with your clients?
- 7. Would you like more information about any of the concepts we have discussed during the event?

Figure 27. Screenshots of the questions and answers for session 5 and 6





In addition, all the questions gathered through the chat were answered and sent to the participants. More than 40 [questions and answers](#) were made.

Figure 28. Some examples of the questions and answers gathered from the training event

| 1 st SPEEDIER Experts and Trainers Event | |
|---|--|
| Questions from Day 1: | |
| How many SMEs were questioned? (In relation to the survey results presented) | 84 SMEs and 91 energy experts were surveyed by the SPEEDIER project. Although this is a small sample, we are working closely with other 'sister' projects (SMEPower Efficiency, Innoveas, EDRIVER) that are also being funded by Horizon 2020 to increase uptake of energy efficiency measures in SMEs. They all carried out similar surveys asking the same questions and their results are comparable to ours. |
| What is the definition of an SME? | We are using the definition of an SME used by the European Commission i.e. an organisation with fewer than 250 employees and an annual turnover of less than €50 million. |
| How can you identify the relevant for energy use SMEs out of the total number of SMEs? | I think this question relates to the point raised about there being hundreds of thousands of SMEs in the world which collectively account for around 13% of global energy consumption. The challenges related to reducing this consumption when it is distributed so widely among so many businesses are massive. So it is important to target the approach and identify those SMEs that can have the biggest impact. For large SMEs the SPEEDIER Service takes a staged approach which allows the energy expert to carry out a short opportunities assessment before continuing to a more detailed study and programme of assistance. This allows the expert to assess the level of opportunity that exists before committing to a longer term service arrangement. In this way you can screen SMEs, and target the longer term services to those with higher energy consumption. For micro SMEs, who often rent space in a larger building, we recommend engaging with the building owner if possible to work with clusters of SMEs and agree a way of sharing the benefits between landlord, tenant and expert. |
| Please could you send on the papers you mentioned about the science of decision making? | During the first session of Day 1 we talked about the difference between logical and emotional decision making and some of you requested more details on papers and articles about the subject. There are many, but the ones below will give you a good summary of some of the concepts we are trying to use to change the approach to selling an energy audit. <ul style="list-style-type: none"> This is a useful article that gives a summary of some of the concepts described on emotional vs logical decision making in |
| | has more work to do in collecting data on behalf of the SPEEDIER Expert. Also it's likely that this method will miss some opportunities compared to actually carrying out a survey on site because the Expert will have less information available to them and is relying on the SPEEDIER Champion to gather the right data in sufficient quantities. |
| Is there a step-by-step guide with test data to use with the tool please? | We are working on a user guide and will make it available for download on our website as soon as possible. |
| Questions from Day 2: | |
| Do you plan to implement other European climate zones? | At present climate zones of SPEEDIER pilot countries (Ireland, Italy, Spain and Romania) are implemented. We don't plan to implement the other European climate zones within the duration of the SPEEDIER project because that is outside of the project scope. However, we are in the process of developing a sustainability plan which looks at how the SPEEDIER Service can be developed and supported beyond the end of the project, and developments to the tool for Experts are included in this plan. |
| Where does the annual heating/cooling hours data come from? | Climate data for the pilot countries are from various weather stations installed across the countries. The Spanish data is from Spanish building regulations, the Technical Building Code CTE; the Irish data is from ASHRAE Climatic Design Conditions, the Romanian data is from the Government's climatic legislative portal defining building energy efficiency parameters and the Italian data is from Istituto Nazionale di Statistica (Istat) and Official Gazette of Italy. |
| Why do you need the interest rate of a loan? | The interest rate is required to calculate the economical return on investment for the project in the case where a bank loan (or other type of finance) is taken and needs to be repaid. The interest rate is required to account for the cost of taking out a loan in the payback period and return on investment calculations. |
| What is the efficiency of HVAC systems in %? | HVAC efficiency is the ratio of useful heating or cooling output to the total energy input in kWh. So for example, a gas boiler with a 70% efficiency will deliver 70 kWh of useful heat for every 100 kWh of natural gas it burns. |
| Could you please define economical return? | Economical return (also known more commonly as Net Present Value) is the money made or lost on an investment over some time period, taking into consideration the time-value of money. In the SPEEDIER tool, the useful life of each measure has been set to 15 years, so the economic return shows the net present value after |

5 Conclusions

The First SPEEDIER Experts and Trainers training, which involved Task 6.2 and Task 6.3, was performed successfully. The decision to hold the event online allowed us to overcome the challenges of the COVID-19 situation, which prevented us from running regional face-to-face events in-person. Running a single event in English, rather than separate events in each pilot region ensured that the SPEEDIER Service reached more countries and organizations and facilitated greater networking opportunities between the attendees. More than 120 people registered of whom 50% attended the event. 90% of attendees were located in the pilot countries (Ireland, Spain, Romania and Italy). These figures show the excellent efforts made by the consortium to advertise the event.

The high participation in the questions and answers slots during the event shows the high interest in the SPEEDIER Service guidelines from the future Experts and Trainers. This fact also confirms the importance of the energy culture and the interest in energy audits. There is of course room for improvement: suggestions from participants included talking about more specific topics (include case studies, invite SMEs or energy auditor to talk about their experiences, etc.). The feedback received from the attendees will be considered and used to improve the training content and the format for the second workshop.