

SPEEDIER organises the webinar *A new approach to selling energy audits and energy efficiency advice to SMEs*

- **Over two, half-day sessions, participants will be trained on the SPEEDIER Service: replication guide of the service, training modules, funding options and much more.**
- **The event will be hosted online on September 29 and 30 from 10 to 12:30 (CEST).**

Cork (Ireland), September 7, 2021. The project [SPEEDIER](#) (acronym for SME Program for Energy Efficiency through Delivery and implementation of EnerGy Audits) will hold a webinar entitled *A new approach to selling energy audits and energy efficiency advice to SMEs*, to be hosted online on September 29 and 30, from 10 to 12:30 (CEST).

Over two half-day sessions, attendees will be introduced to the SPEEDIER Service and will learn about a new approach to persuading SMEs to undertake energy audits and implement energy efficiency measures. The different sessions will address the main barriers to the adoption of an energy culture and how they can be overcome. Likewise, SPEEDIER will present the innovative tools and techniques that the project is developing to assist energy experts to effectively engage SMEs in the energy transition and support them to perform energy assessments.

Registered participants will have the opportunity to raise their questions and provide feedback on the proposed contents of the online seminar.

Free registrations are available on: <https://speedier-service2.b2match.io/>

Energy efficiency in SMEs as sustainability booster in Europe

Article 8 of the European Energy Efficiency Directive (EED) requires the Member States to set up national incentives to assist SMEs to undertake energy audits. Since SMEs account for 99.98% of European enterprises and are responsible for approximately 13% of total energy demand, it is clear that SMEs have enormous potential to save energy and contribute towards the ability of the EU 28 to achieve their collective targets under the EED of a 32.5% improvement in energy efficiency by 2030. To date, little of this potential has been realised with studies estimating that only 25% of SMEs in Europe have undertaken an energy audit and a range of studies citing barriers that include lack of time, resource, in-house expertise, finance and the low priority nature of energy efficiency compared to other business needs. Article 8 also requires large enterprises to undertake energy audits every 4 years yet a recent study suggests that only 11% of large enterprises undertaking an audit intend to implement any of its recommendations, and 2 in 5 businesses cite lack of funding or finance as a reason for inaction. It is against this background that the challenges for the SPEEDIER project are set.

About Speedier

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 is expected to contribute to energy saving with approximately 8 GWh/year and 1,280 tCO₂/year. Within the lifetime of the project, SPEEDIER will train more than 650 staff in the best practices of energy saving. The project will build capacity as well among 50 SPEEDIER experts.