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## **D 5.5: Update on National Campaign Activities in Ireland**

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## **The European Enterprises Climate Cup**

The European Enterprises Climate Cup (EECC) is an EU-funded project that aims to support small and medium sized enterprises (SMEs) in their goal to be front-runners in energy efficiency management. By participating in a Europe-wide competition, they are provided with by cost-free energy advice and good-practice sharing. In addition, their engagement for climate protection in terms of Corporate Social Responsibility (CSR) will become visible all over Europe.

The European Enterprises Climate Cup (EECC) has been launched on the 28th of April 2015 and will end on the 31th of May 2016. Small and medium sized enterprises with a separate office space and up to 250 employees in 10 European countries (Austria, Bulgaria, Denmark, France, Germany, Ireland, Italy, Latvia, Malta and Spain) are encouraged to enter into the competition on a national as well as on a European level. Over the following 12 months, participating companies will be supported to implement energy saving measures in their offices and motivating their employees to undertake energy efficient behaviour.

## 1. Introduction to the Campaign

The national EECC campaigns will focus on different campaign activities, such as:

- Involvement of endorsements (company recruiting and dissemination)
- Recruitment of companies as participants
- Workshops with energy agents
- Energy audits at companies
- Internal communication activities within companies
- External communication (media activities, events, publications)

In the following the German campaign approach will be introduced according to the above mentioned campaign activities. Best practices and their effects as well as challenges will be pointed out.

## 2. Recruitment of SMEs

In early 2016 as the competition draws to an end, 7 Irish companies were taking part in the competition. Measures to recruit companies has mainly included news articles, e-mailing and direct contact by phone.

In total more than 170 companies were contacted, including more than 90 companies directly by phone (see list of contacted SMEs). Generally, it has been difficult to gain interest for the campaign among most of the companies and mainly due to lack of internal resources and motivation among the companies (many are relatively small).

The most efficient way to contact and recruit companies proved to be direct contact, which can put away many misunderstandings and provide the potential participants with a better understanding of the campaign and its advantages for them. Our planned first workshop did not happen thus reinforcing the view that the one- to-one contact is the means of communication.

The attraction of the cash prize for the winner and the associated publicity was an incentive for some companies to join.

<b>Name</b>	<b>SME branch</b>	<b>Number of employees</b>	<b>Motivation</b>	<b>Challenges</b>
<b>JF Walsh Packaging</b>	Manufacture of paper bags	40	Needs to cut energy costs	High motive power loads
<b>Morrisson's Pharmacy</b>	Retail	5	Needs to cut energy costs	
<b>Craft Granary</b>	Craft shop	5	Needs to cut energy costs	Some funding required
<b>Tipp FM</b>	Radio Station	5	Promotion of the Company	
<b>Ryan's Pharmacy</b>	Retail	5	Promotion of a green profile	
<b>North Tipperary Leader Partnership</b>	Community Agency	10	Promotion of a green profile	
<b>Glenpatrick Spring</b>	Bottled water manufacturer	40	Cost cutting and reducing environmental impact.	
<b>Campion Pumps</b>	Pump Supplier	30	Cost cutting and reducing environmental impact.	

### **3. Involvement of Endorsers and Synergies with other Campaigns**

Chambers of Commerce, local government, small business groups were all informed and encouraged to support the initiative. The agency used the programme to encourage ongoing relationships with the SME sector with a view to developing future beneficial synergies.

### **4. Communication with participating SMEs**

This is done by site visits and planned energy audits. The first of these has already taken place and further audits are planned in September and October. The audits to-date reveal that easy no cost savings of 5% are possible and can rise to 15% with moderate investment.

## **5. External Communication**

Implementation of audited savings will be widely disseminated through our own and EECC website, local and social media.

## **6. Lessons Learned and Major Challenges Encountered**

It has been difficult to recruit the required number of SME s for the competition.

SMEs are generally not motivated to join EECC because of lack of resources and lack of understanding of their advantages in joining the Campaign. On this basis it has proven to be most efficient to contact the companies on an individual basis to get them on board, but this also requires a lot of resources.

When on board most of the Companies are very enthusiastic to get started, and get more information about the Campaign and potential energy saving measures. This has to some extent, been based on individual consultations, which requires some resources.

Some companies don't have resources to handle the iESA, so this is being taken care of by TEA.

Photos of Leading Participants

J.F Walsh Ltd. Roscrea, Co  
Tipperary, Ireland  
  
(LED lighting in Offices)



Craft Granary, Cahir, Co  
Tipperary, Ireland



Campion Pumps, Gortnahoe,  
Co Tipperary, Ireland

