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Project Acronym: EECC

Project Title: European Enterprises Climate Cup

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Ending date: 26th August 2016



D 5.4: Report on national campaign activities in Italy

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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 Italian 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

- Recruitment of SMES (approach: direct contact, e-mailing, endorsement, articles, events etc.)
- Major problems encountered and lessons learned
- Brief overview of participating companies and (Name, SME branch/sector, number of employees, motivation to take part, challenges)

In August 2015, 12 Italian companies are taking part in the competition.

The measures to recruit companies have mainly included direct contacts, during workshops and other thematic meetings, and indirect contacts through 4 multipliers.

In total around 100 companies were contacted, most directly by phone, during meeting or by email (see list of contacted SMEs) and some indirectly, through chambers of commerce or business associations.

Generally, it has been difficult to gain interest for the campaign among most of the companies, which saw the competition as an effort they could not sustain, and because of the lack of internal resources and lack of motivation.

The most efficient way to contact and recruit companies proved to be face to face contact, during meeting and workshops, and the indirect contact through the help of the multipliers who well know the contacted companies.

2- 3 companies more are expected to join the EECC during September-October 2015.

Please find below a list of the participants:

Name	SME branch	Number of employees	Motivation	Challenges
Multiutility Spa	Energy Supplier	16/16	Promotion of a green profile	Offices shared with another company
NETCON Informatica Srl	Computer programming, consultancy and related activities	15/15	Promotion of the Company	Lack of collaboration
LITOS Progetti Srl	Engineering and Architectural activities	10/10	Promotion of a green profile	
SAF SERVICE Srl	ESCo	20/5	Green Philosophy of the Company	Lack of collaboration
EPM Servizi Srl	Architectural and engineering activities	242/20	EECC is part of the environmental strategy that the Company is developing	Centralized heat meter
San Francesco Srl	Pharmaceutical products storage and selling	6/6	Promotion of the Company	
Studio Medico Sestrese srl	Medical assistance and health services.	6/6	Promotion of a green profile	Office and rooms for patients are in the same structure
La Bottega di Adò	Manufacture of coldcuts	25/8	EECC is part of the CSR policy of the Company	
Giuntoli Gelati	Ice-cream, sorbets and icelolliesmanufacture	25/5	Promotion of the Company	
Gli amici dell'edilizia	construction material seller	5/3	Promotion of a green profile. The company has installed a FV system on the roof of it's building	Lack of collaboration
Gabbantichità	Restoration activities	6/6	Promotion of a green profile	not possible to separate the energy consumption of office from the ones related to laboratory activities

Terraria Srl	Software development related to energy and consulting activities in energy field	14/14	EECC is part of green policy of the company. Terraria uses only green electricity in its offices	
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3. Involvement of Endorsers and Synergies with other Campaigns

- Use of multiplier organizations in relation to the recruiting of/communication with the SMEs
- Cooperation/interaction with other local and regional campaigns/initiatives

4 multipliers, from northern regions of Italy, have been involved. They have sent notices to their associated through their websites and general e-mailing and also have given direct information during workshops. The multipliers are:

Fondazione Ambiente Pulito: a non-profit organization based in Verona promoting energy and environmental sustainability. (<http://www.ambientepulito.org/content/iniziativa>)

Associazione Industriali del Verbano Cusio Ossola: a provincial industrial association base in Verbania (<http://www.uivco.vb.it/>)

Confindustria Alessandria: a provincial industrial association based in Alessandria (www.confindustria.al.it)

Camera di Commercio di Aosta: provincial Chamber of Commerce base in Aosta www.ao.camcom.it



Fondazione Ambiente Pulito

CHI SIAMO ◀ OBIETTIVI ◀ COMITATO ◀ STATUTO ◀ INIZIATIVE ◀

Home > Iniziative

Iniziative in corso

Sostieni la Fondazione Ambiente Pulito

La Fondazione Ambiente Pulito dalla sua nascita ha portato avanti diverse iniziative a favore dell'ambiente, elencate di seguito. E tante sono le iniziative che si vorrebbero portare avanti: ma per fare questo **abbiamo bisogno anche del tuo aiuto**.

Se vuoi sostenere con noi l'ambiente per promuovere e favorire uno sviluppo che sia realmente sostenibile, puoi fare una donazione sul seguente c/c BANCO DI BRESCIA:

IBAN: IT 66 0 03500 11700 000000025461



Sessione di Training Nazionale per Coordinatori e Sostenitori del Patto dei Sindaci

18 giugno - Sala Conferenze Palazzo Grandi Stazioni - Cannaregio, 23 Venezia

Partecipa con l'intervento "Finanziare le Azioni del PAES" il Presidente della Fondazione Ambiente Pulito ONLUS Dott. Antonio Lumicisi. Sarà necessario iscriversi preferibilmente entro il giorno precedente all'incontro tramite e-mail all'indirizzo: energia@regione.veneto.it. Scarica il programma completo in [pdf](#).

Gp EcoRun 2015 corre con il Patto dei Sindaci.

Ripartono alla grande le GP EcoRun che quest'anno saranno organizzate in periodo Expo 2015 in 4 Comuni che stanno facendo importanti azioni legate alla mobilità sostenibile. Anche l'edizione 2015 è caratterizzata dal patrocinio del Ministero dell'Ambiente e di Enea, oltre alla sinergia con l'iniziativa europea Patto dei Sindaci.

Le prossime tappe della GP EcoRun si svolgeranno a:

- Corbetta (MI): 31 maggio
- Plis della Valle dell'Argon (BG): 5 luglio
- San Nazzaro Sesia (NO): settembre
- Monza: ottobre

Coppa per il clima delle imprese europee – European Enterprises' Climate Cup (EECC)

EECC è un progetto finanziato dall'Unione Europea il cui scopo è quello di offrire supporto alle piccole e medie imprese (PMI) al fine di renderle esempi virtuosi nella gestione dell'efficienza energetica. Si tratta di una competizione europea attraverso la quale le imprese potranno ricevere consigli gratuiti e condividere le migliori pratiche e misure per il risparmio energetico. La Fondazione Ambiente Pulito collabora con il partner nazionale del progetto nella selezione delle PMI italiane da coinvolgere nella competizione. Maggiori informazioni sul progetto al sito <http://www.enterprises-climate-cup.eu/>.

100 edifici per un intervento sostenibile

Giovedì 11 dicembre 2014 ore 14.45 Auditorium Borgo Dossena Cuneo - Cuneo (AO)

The EECC in the "Fondazione Ambiente Pulito" Website

Other business associations and SMEs organizations have been contacted but without positive feedback.

In a situation of economic crisis even Associations are experiencing a difficult period with a reduction of their members. Therefore these associations have a tendency to close and maintain a close relationship with their companies, not involving third parties. Despite the assurances given and the total free participation to the European project, the request has been seen as a "kind" of competition. The Association is afraid to introduce a new subject that provides free services. For this reason, it was very difficult to contact companies and find virtuous Associations able to appreciate the opportunities offered by the EECC project.

Interactions with other initiative have been developed: SPES Consulting had drafted the SEAP for 7 municipalities located in the regions of Sicily, Puglia and Emilia Romagna and has inserted the EECC as a project to be disseminated among local enterprises and citizenship as a good practice to reduce energy consumption.



Comune di Bitonto



Sempre nell'ambito dell'Eco- Sportello sono previste:

- realizzazione di incontri tematici sulle opportunità e vantaggi economici ed ambientali dell'utilizzo delle fonti rinnovabili, efficienza e risparmio energetico, risparmio idrico, e sulla corretta gestione dei rifiuti. Realizzazione di eventi e iniziative di sensibilizzazione.
- realizzazione di prodotti promozionali e divulgativi (pieghevoli tematici, locandine)
- ripristino dello sportello energia, nato nel 2011 con protocollo di intesa con il Politecnico di Bari

Adesione a campagne per la sensibilizzazione su temi energetico-ambientali

Il Comune di Bitonto aderirà ad iniziative, nazionali ed internazionali, promosse per la sensibilizzazione verso il risparmio energetico e la sostenibilità ambientale sia per i cittadini che per le imprese.

Tra le iniziative di cui l'amministrazione bitontina si farà promotrice, si annoverano:

- la Settimana Europea per la Mobilità Sostenibile
- il progetto Europeo, finanziato nell'ambito del programma "Intelligent Energy Europe", "European Enterprises' Climate Cup" (EECC), una competizione europea tra le piccole e medie imprese per il risparmio energetico negli uffici. La gara in questione avviene tramite un software (Interactive Energy Saving Account-iESA) su cui le imprese partecipanti potranno inserire i propri consumi energetici; l'"iESA" tratterà un profilo di consumo, calcolando anche le emissioni di CO2 derivanti e fornirà consigli utili per il risparmio energetico (it.enterprises-climate-cup.eu)



Educazione Ambientale nelle scuole

Uno degli obiettivi dell'Amministrazione bitontina è quello di promuovere nelle scuole l'autogestione all'educazione ambientale e portare così il singolo individuo a valutare i propri comportamenti, a rendersi conto che ogni piccola azione quotidiana provoca un cambiamento positivo o negativo sulla realtà circostante e ad assumere comportamenti responsabili anche al di fuori degli ambiti scolastici, fino a farli diventare uno stile di vita.

Tale azione dovrà essere rivolta ai consumi di riscaldamento, luce, apparecchiature elettriche, trasporti, rifiuti, acqua.

Verranno organizzati incontri definiti sulla base delle specificità e delle esigenze dell'Amministrazione Comunale nell'ambito del sistema scolastico bitontino (alunni e insegnanti); i contenuti riguarderanno in generale:

- principi di sostenibilità ambientale ed efficienza energetica;
- principi di quantificazione delle emissioni di CO2 derivanti dalle attività antropiche;
- esempi di buone pratiche e tecnologie efficienti;
- educazione alla mobilità sostenibile

Diffusione dei Contenuti del PAES

Un impegno costante dell'Amministrazione Comunale sarà volto alla promozione del PAES sia in termini di coinvolgimento della cittadinanza, che in momenti di progettazione partecipata del Piano, che di

SEAP of Bitonto - The EECC as a good practice

Moreover, during the SEAP elaboration, some meetings with stakeholders have been organized and the project has been introduced to the invited Trade Associations and SMEs.

SPES has also collaborated with the partners of the European project SMART CONSUMER and has attended a workshop during the Fair in Naples EnergyMed (<http://www.usmartconsumer.eu>) presenting the project and the opportunities offered by EECC.

4. Communication with participating SMEs

- Energy Themes issued and planned
- Internal communication: Energy Weeks and events implemented and planned, information published on corporate websites and other internal news channels, games, sub-competitions, etc.
- Workshops for Energy Agents (Topics, number of participants, results, lessons learned)
- Energy audits carried out and planned (Overall description: Major saving measures identified, challenges, lessons learned, more details in the national report on energy audits at companies)
- CSR guidance
- iESA communication

The main energy themes issued and planned with the participating companies are:

- Basic information about energy
- Energy Management Systems
- Energy Tariffs and national incentives for energy efficiency
- Efficient lighting
- Energy efficient solutions for IT and computing devices
- Efficient Heating and Efficient Cooling
- Sustainable Mobility
- CSR and Green Marketing
- Employees engagement

The themes related to EMS, the basic information about energy and CSR and Green Marketing will be examined during EA workshops while the other themes will be linked to energy weeks in the companies, with the preparation and distribution of information material

The first energy week is scheduled for the last week of September

EW 1	EECC/iESA	September 2015	- EECC campaign and instruments (iESA and Apps)
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	Efficient Lighting		<ul style="list-style-type: none"> - Distribution of the iESA guidebook to open an account for house energy consumption - Distribution of a manual with tips to reduce energy consumption related to lighting - Spot Lighting Inventory - Distribution of an excel sheet to calculate how much energy and money it is possible to save switching to LEDs - Start of a competition in each company between employees for energy saving in their houses. The most active employee will be awarded in January
EW 2	Energy efficient solutions for IT and computing devices	October 2015	<ul style="list-style-type: none"> - Distribution of a questionnaire - Distribution of a manual with tips to reduce energy consumption computing devices - ...
EW 3	Heating	November 2015	To define
EW 4	Investment for the energy efficiency and incentives/ best employee award	January 2016	<ul style="list-style-type: none"> - Presentation of results - Employee award - ...
EW 5	Mobility	February 2016	To define
EW 6	CO2 footprint	March 2016	<ul style="list-style-type: none"> - Illustration of the tool to calculate the CO2 footprint

The participating companies TerrAria, EPM Servizi and Multiutility have informed all their employees about their participation to the EECC. TerrAria and Multiutility have publicized their adhesion on their website.

The screenshot shows the TerrAria website with a navigation bar at the top containing links for 'CHI SIAMO', 'COSA FACCIAMO', 'CASE HISTORY', 'COMMITTENTI', and 'PUBBLICAZIONI'. A search bar is on the right. The main content area features the TerrAria logo and a section titled 'PROGETTI IN EVIDENZA'. The featured article is 'Coppa per il Clima delle Imprese Europee: noi partecipiamo!', which includes a sub-header 'EUROPEAN ENTERPRISES CLIMATE CUP' and a detailed text block. A 'NEWS' sidebar on the right highlights the article and includes a 'LEGGI TUTTO...' link and a secondary article snippet 'RIAT + Training course'.

EECC on TerrAria Website (<http://www.terraria.com/site/it/aliashomeita/13-news/77-coppa-per-il-clima.html>)

The screenshot shows the Multiutility website with a navigation bar containing 'AZIENDA', 'PRODOTTI', 'TEMI', 'SUPPORTO', and 'RETE VENDITA'. A breadcrumb trail below the navigation bar reads 'Azienda > La comunicazione > News & eventi'. The main headline is 'Coppa per il clima delle imprese europee' in large red font, followed by the sub-headline 'Noi partecipiamo!'. The article is dated 'News - 8 Settembre 2015' and includes a sub-header 'EUROPEAN ENTERPRISES CLIMATE CUP' and a text block. A search bar is visible in the top right corner.

Coppa per il clima delle imprese europee

Noi partecipiamo!

News - 8 Settembre 2015



In Multiutility ci stiamo già impegnando per cercare di aumentare la sostenibilità dei prodotti energetici da noi offerti. Ed ora abbiamo cominciato a prestare maggiore attenzione anche all'uso di energia nei nostri uffici. Così, per dimostrare il nostro impegno, abbiamo deciso di partecipare alla Coppa per il Clima. La competizione, finanziata dalla Commissione Europea, ha l'obiettivo di ridurre i consumi di energia negli uffici. Circa 200 imprese, operanti in diversi settori (imprese di consulenza, imprese di ingegneria ed architettura, imprese operanti nel settore ICT, imprese manifatturiere ecc.) e con sede in 10 diversi Paesi europei, stanno gareggiando tra di loro per risparmiare energia.

"Si tratta di piccole attenzioni che consentono di ridurre sensibilmente i consumi di energia", ha dichiarato Marco Merler AD di Multiutility. "Consumare meno e meglio è un vantaggio per tutti: per l'azienda, per l'ambiente, per le generazioni future. Da tempo il Gruppo Dolomiti Energia, di cui Multiutility fa parte, è impegnato in un processo costante di sensibilizzazione e di educazione ad un consumo energetico consapevole. In quest'ottica era fondamentale iniziare dalle sedi aziendali e coinvolgendo in primis tutti i nostri collaboratori."

EECC on Multiutility Website

<http://www.multiutility.it/content/news/Coppa%20per%20il%20clima>

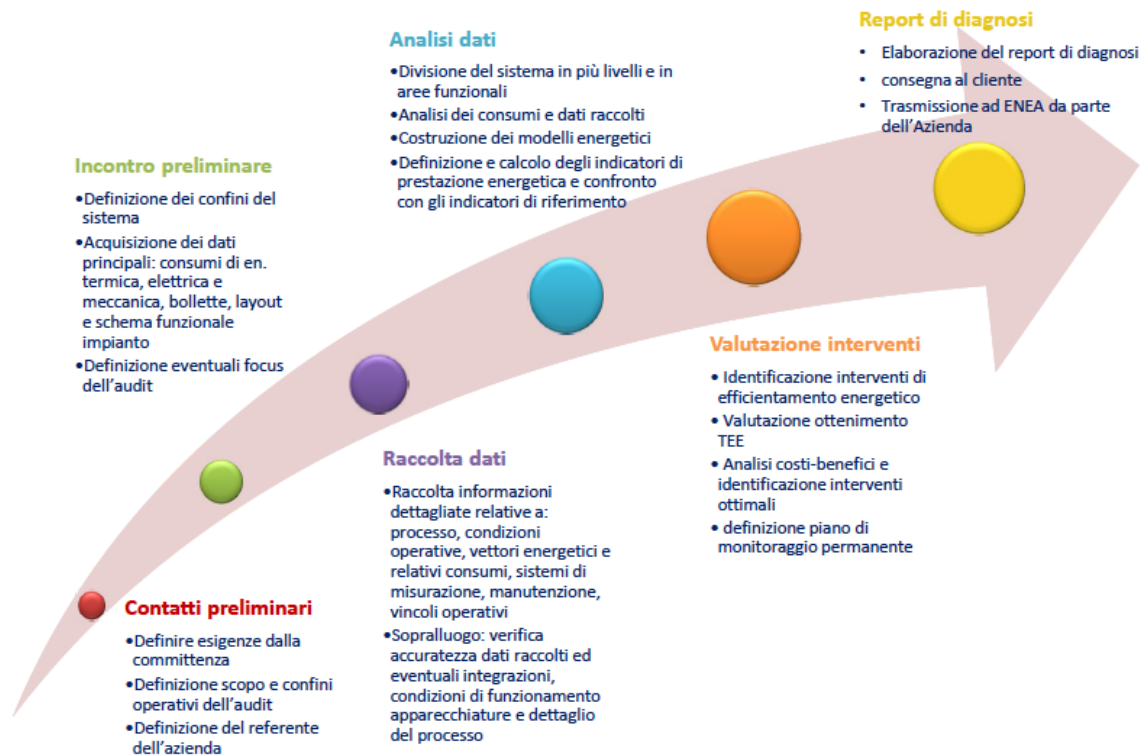
The first workshop, initially scheduled for the end of July 2015, has been postponed to the last week of September because it has not been possible to find a common availability for at least half of the participating companies. Also when the possibility to participate via skype was proposed, companies declared their situation of lack of human resources and time to dedicate to the workshop because of an accumulation of deadline in that period. Some companies didn't reply to the invitation.

The first energy audit will take place in October for the companies located in Northern Italy, November for those located in the Southern Italy, when the heating season will be started.

Energy audits will be carried out in accordance with the technical rules

- UNI CEI / TR 11428: requirements and methodology for energy audits
- UNI CEI EN 16247-1,2,3,4: set of standards that define requirements, methodology and products of energy audits. General part, buildings, and transport processes

The diagnosis will be aimed at identifying concrete measures to reduce energy consumption (electricity, heat, cooling) identifying the costs to realize the intervention, the energy and economic benefits and the cost-effectiveness of interventions (according to the scheme indicated by the UNI CEI EN 16247



The CSR aspects will be analyzed during the second workshop.

With regards to iESA, we have seen that only 3 companies have opened their account. We have proposed to the participants the possibility to send us their data so that we could take care of their iESA account creation and updating. Unfortunately we have had no feedback by now.

5. External Communication

- Press releases (3 required per country)
- Articles (EECC media and other media)
- Best practice published (articles/publication about SMEs on energy management strategies and CSR, CSR publications of participating companies, etc.)
- Number of readers, listeners, viewers etc. reached

2 general press releases have been launched (one in march and the second one in April with the updated deadline for registrations to the competition) and 8 media articles have been published. The readers reached have been **71.950** (see overview in excel sheet).

Next press release is expected in November with the presentation of the most active EECC participants and their best practices.

6. Online Marketing

- Media in use
- Major campaigning related to social media
- Number of followers and outreach of campaigns

Regarding social media, we have created an EECC IT Facebook page (<https://www.facebook.com/European-Enterprises-Climate-Cup-Italia-339812376205969/timeline/>) and a Twitter profile. So far the facebook page has 58 followers while twitter just 1. The facebook page is weekly updated with news upon the competition and other news on energy thematic.

In September 2015 we are going to buy Facebook ads in order to improve the Social Media Communication.

Also the project website is monthly updated with news, newsletter and energy advices (<http://it.enterprises-climate-cup.eu/>)

7. Lessons Learned and Major Challenges Encountered

It has been really difficult to recruit the required number of SMEs for the competition for different reasons:

- in this situation of economic crisis SMEs are concentrated in keeping their market shares. They have no financial resources to invest in energy efficiency.
- For the manufacturer companies, often the energetic consumption in offices is really marginal, so they are not interested in taking part in this project, they saw it like an additional effort.
- SMEs are generally not motivated to join EECC because of lack of resources and lack of understanding of their advantages of joining the Campaign.

We have also faced problems with multipliers: category association see us as a competitor for their members because we offer free energetic consultancy and energetic audits.

Another problem is the lack of cooperation of the companies that have decided to take part to the EECC: most of time it is difficult to get in contact with them and most of them haven't open their iESA account despite the numerous reminders and the possibility to transfer to us the task of creating and updating their on-line accounts.

We are going to communicate to the participating SMEs that in November will be published an article describing the activity of the companies with the best performance hoping this could be an incentive to be more active.