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**Project Title:** European Enterprises Climate Cup  
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**Ending date:** 26<sup>th</sup> August 2016



## **D 5.4: Report on national campaign activities in Latvia**

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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 behavior.

## 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)

## 2. Recruitment of SMEs

Different approaches were used in order to recruit the SMEs from Latvia to the EECC competition. Firstly it was decided to participate at different events by giving a presentation on EECC. In addition press release and publication in media were prepared and published. The main objective was to give information on EECC as much as possible. Until March 2015 four presentations<sup>1</sup> at different events were carried out, two press releases were prepared with 12 media contributions, and one article. From all the actions done only four companies showed interest to participate at the competition. Since this approach did not give the expected result it was decided to contact SMEs directly via e-mails and personal contacts. For this purpose the list of SMEs from EKODOMA database and colleagues were prepared and the information to participate at EECC were distributed via e-mails. In parallel the participation in different events was continued. Also this approach did not give the expected result. Therefore it was decided to use all possible channels for contacting the SMEs for the participation at the competition. In total around 7646 persons (6850 SMEs) via e-mails, phone calls and events were contacted and informed about the EECC. In addition, around 298 000 people were informed about EECC via media activities.

The main reason for not joining the competition was the lack of time for organization of the energy saving activities at companies. The companies which were interested already are doing energy efficiency measures and were afraid that they won't reach the energy saving aim or they did not need the information on energy efficiency issues, because they already are well informed. The companies which don't think about energy saving were also not willing to change their behaviour and participate at the competition. The best way for contacting the participants was the participation at events and personal contacts.

As a result only 11 companies have agreed to participate at the EECC competition, and they are as follow:

1. *Kotai* Ltd. – restaurant (<http://kotai.lv/>). The restaurant with the office is located in centre of Old Riga.
2. *AGIKS "Purvciems 1"* – garage cooperative consist of one office building, service building and 700 garages for private cars. The total number of employees is 15.

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<sup>1</sup> Video presentation: [http://www.latvenergo.lv/lat/klientiem/EEC/seminari/28\\_01\\_2015\\_video/type:video\\_gallery/id:200](http://www.latvenergo.lv/lat/klientiem/EEC/seminari/28_01_2015_video/type:video_gallery/id:200)

3. *Trelleborg Wheel Systems Liepaja* Ltd. – production of agricultural and forestry machinery. The company is located in city Liepāja. The area of office building is 748m<sup>2</sup>, and there works 47 employees.
4. *UPONOR LATVIA* Ltd. – producer and seller of piping systems ([www.uponor.lv](http://www.uponor.lv)). The office building area is 220 m<sup>2</sup>, the number of employees – 14.
5. *Demarsch* Ltd. – marketing consulting company ([www.demarsch.lv](http://www.demarsch.lv)). The office is located in Riga city centre. The area of the office is 201 m<sup>2</sup>, number of employees – 9.
6. *LNB Cēsu MRU* Ltd. – real estate management. The office building is located in Cēsis. The building consist of two parts which have been built in different time periods. The office is located in one part of the building, the other part is rented for different companies. The total area of the building is 3314.2m<sup>2</sup> and 1987.4m<sup>2</sup>. The total number of employees work in the office is 13. The main reason for joining the competition is to gain the knowledge on how to save energy at office (performing the energy audit).
7. *Realto Medea* - real estate management company
8. *Realto Vitus* - real estate management company
9. *BRASLAS CENTRS* - real estate management company
10. *Dyaltos* Ltd.– marketing consulting company (<http://dyaltos.lv/>)
11. *Baltic International Bank* – commercial bank ([www.bib.lv](http://www.bib.lv))

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

A good collaboration was established between Ekodoma and Energy efficiency Centre (EEC) “Latvenergo”. The EEC monthly are organizing seminars where also EKODOMA has participated with two presentations. Also, the information with the announcement to participate at EECC was published in local newspaper and distributed to 20 000 contacts of “Latvenergo” (electricity production company). In addition, cooperation was established with Vidzeme planning region, Employers’ Confederation of Latvia, and Latvian Chamber of Commerce and Industry.

Synergies with EU project Meshartility ([www.meshartility.eu](http://www.meshartility.eu)) was established. The project aims at the development of solutions and tools facilitating exchange of energy data between energy utilities and local authorities that are busy assessing local greenhouse gas (GHG) emissions and planning action to address this through energy savings, energy efficiency and the use of renewable energy. Within the project energy days were organized in different cities where also presentation (in total three) on EECC were given.

## 4. Communication with participating SMEs

The first communication with majority of the participants started with individual meetings explaining the idea of the competition, responsibilities and prizes. The second step was the communication via e-mails and telephone calls regarding the cooperation agreement and participant's questionnaire.

The first workshop for energy agents was held on 9<sup>th</sup> June 2015 (in total eight participants from nine companies). During the workshop the participants were informed about general issues on EECC, electricity and heat energy saving tips, support tools in framework of EECC, and monitoring systems for electricity and heat.

In parallel, the communication and support was given for carrying out simple energy audits to assess the current situation on energy consumption, consultations on iESA on how to fill in the information.

For the next period following activities are planned:

- Introduction to EECC applications and tools, printing out of posters and other relevant information
- OCTOBER, NOVEMBER, DECEMBER, JANUARY, MARCH, APRIL – special energy topics, monthly newsletter
- SEPTEMBER until MAY – energy monitoring at companies
- OCTOBER, NOVEMBER – energy audits at companies
- End of NOVEMBER – second workshop for Energy Agents
- Continues communication on iESA and CSR

## 5. External Communication

A lot of effort was put to external communication in order to recruit the SMEs to the competition. During the period three press releases were prepared by Ekodoma which were republished in 18 different websites and local newspapers. In addition, three articles were developed and published about the EECC participants and the benefits on the participation in EECC. In total around 223 000 people were reached and informed about EECC.

## 6. To be Online Marketing

In addition, an advertisement in the national business portal "Dienas Bizness" was published, reaching 75 000 readers.

## 7. Lessons Learned and Major Challenges Encountered

The major challenge was to recruit the companies to the competition. The main reasons for not participating at the competition was as follow:

- The energy savings are not actual topic, because the costs for energy comparing to other expenses are lower, therefore no interest to save;
- The companies have already implemented energy efficiency measures and think that they have reduced the energy consumption and don't need to do more, or don't see the possibilities to reduce;

- Consider that they have enough knowledge to save energy at their companies. Are not willing to change their behavior – don't believe that in this way is possible to reduce the energy consumption;
- The lack of time to implement all the activities planned during the competition.

Following lessons learned were gained during the EECC project:

- The prize is not the main motivation to participate at the competition. The main reason is to gain benefits and tips to save energy at companies. The energy audits for companies was major benefit for participation at competition.
- The companies which accepted to participate at the competition are already interested in energy saving issues or environmental performance if the companies.
- The personal contacts, participation in workshops and meeting with the companies was the best way how to recruit the companies for the competition.

Another challenge which affects the realization of the competition and engagement of the companies is the very low interest of media in energy saving topics. The media is not interested to publish articles on their own about energy efficiency at SMEs.

# EUKK Energopārvaldnieku seminārs

## DALĪBNIĒKU REĢISTRĀCIJAS LAPA

Rīga, Noliktavas iela 3-3, 09.06.2015, plkst. 13:00 -17:00



Vārds, uzvārds	Organizācija	Paraksts
Līga Žogļa	EKODOMA	
Jānis Ikaunieks	Energy Instruments	
Gatis Žogļa	Rīgas Tehniskā universitāte	
Sergis Kullbergs	SIA UPONOR LATVIA	
Mārtiņš PAULS	Trelleborg Wheel Systems Liepāja	
Hedara Brivane	AGIKS "Purvciems 1"	
ROLANDS HOROZD Maki	Demarsch SIA	
Teriņa	SIA "LNB Cesu MRU"	
Teriņa	Reaito Medea	
Teriņa	Dyaktos	
Teriņa	Baltic International Bank	



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