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## D 5.4: Report on national campaign activities in Malta

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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 campaign in Malta will focus on different campaign activities, such as:

- Recruitment of companies as campaign participants
- Involvement of endorsers and multiplier organisations to facilitate recruitment of SMEs and promotional activities)
- Workshops with energy agents within SMEs
- Energy audits at companies
- Internal communication activities within companies
- External communication (media activities, events, publications)

This report introduces the campaign approach in Malta according to the above-mentioned campaign activities. Best practices and their effects as well as challenges will be pointed out.

## 2. Recruitment of SMEs

As of August 2015, 25 Maltese SMEs were participating in the EECC competition.

In Malta, multiple approaches for the recruitment of companies to participate in the EECC campaign were adopted. Since most of the SMEs in Malta are micro enterprises with less than 10 employees, our main focus was to directly target SMEs with 20 and more employees via email and phone contact. In Malta, SMEs number almost 30,000 enterprises, accounting 99.9% share of all enterprises in Malta, and employing almost 88,500 persons, or 76.3% of the employed (2009, Eurostat). In addition to that, companies have been reached through adverts in social media and via business related channels. The most successful approach was to get SMEs engaged in EECC through our collaboration with Business Networking international - La Valette ([http://www.maltabni.com/malta-la-vallette/chapter\\_members.php](http://www.maltabni.com/malta-la-vallette/chapter_members.php)) which is a business network of professionals in Malta who meet regularly to tap into new business opportunities. The EECC project was presented twice at these dedicated business breakfast meetings and resulted in a number of companies signing-up for EECC. A similar efforts was made to advise Malta Enterprise who forwarded the invite to their contacts (over 2000 enterprises), and the Chamber of Commerce that distributed the invite to their members (circa 600 business contacts).

The most efficient way to contact and recruit companies proved to be direct contact, which can eliminate any apprehensions, and provide the potential participants with a better understanding of the campaign and its advantages. All SMEs in Malta are being offered a technical audit within the budget available to PiM. Any further audit costs will be covered internally by PiM, in order to ensure that we actually enable meaningful energy savings across the cohort.

After SMEs nominated EECC Energy Agents within their offices, iESA accounts were created for all participating companies by the project partner and regular follow-up calls are made to remind them to provide information on energy saving activities, meter readings, and energy bills. All data provided by  
*PiM – September 2015*

the companies are being checked for accuracy and correct data import to avoid any wrong entries. So far 25 iESA accounts have been created for the Maltese SMEs with ca. 15-30 data entries (bills, meter readings, activities) each.

More participants are expected to join during September-October 2015 and further energy audits are currently being planned.

Please find below a list of the current participants:

Ref.	Name	SME branch	Number of employees
1	AP	Architecture	25
2	Onsite Malta	Tourism	15
3	EC Meetings	Tourism	10
4	Curmi & Partners	Construction	25
5	Bonnici Brothers	Construction	75
6	BRNDWGN	Media	25
7	EC language	Education	75
8	Frank Salt Letting	Real Estate	75
9	MFSP	Insurance	25
10	Neogames	Online betting	25
11	OLIS	Education	25
12	Portman / MSLV	Insurance	25
13	Sparkasse	Financial Services	25
14	Switch Media	Media	25
15	Frank Salt Real Estate	Real Estate	70
16	Switch Digital	Media, Web programming	23
17	UNEC	Agricultural machinery	25
18	MJM	Architecture	21
19	Medialink	Media	25
20	Turnpro	Construction	5
21	St. James Cavalier Offices	Culture	25
22	Forestals	Household goods	50

23	Chris Briffa Architects	Architecture	25
24	ADI	Environmental consultancy	25
25	Sigma	Paints	50

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

A number of endorsers and multipliers from Malta have been involved in the campaign and have supported the project partner in the recruitment of companies and dissemination of project information. They have sent information via their extended networks and to their members through general e-mailing. The multipliers are:

- **Malta Enterprise:** ME is the Maltese government's exclusive agency focused on attracting inward investment and supporting enterprise in Malta
- **Sustainable Energy and Water Conservation Unit:** SEWCU is a government agency which performs a number of functions including the setting up of national policies related to sustainable energy and water use , the preparation of national plans to meet National and EU targets in the fields of energy and water resources management, foreseeing the implementation of measures necessary to achieve these targets, and carry out projects to increase the renewable energy generation, energy efficiency and water conservation within government buildings.
- **Chamber of Commerce:** CoC provides hands-on' services to individual members, to mobilise sectors, associations and other groupings to pursue common agendas, to effectively respond to current issues and protect members' interests; and – most fundamentally – to shape the policies which affect Maltese entrepreneurs.
- **Business Networking international - La Vallette:** National business networking chapter



#### 4. Communication with participating SMEs

Two energy themes are currently being planned for October / November 2015. It is intended to link these to energy weeks in the companies. It is important to note that Malta has decided not to conduct group national workshops, and rather conduct workshops within the individual SME which present the findings of the audit, and then works with the staff concerned at the SME to actually address the wastage found. This is possible in Malta due to the short travelling time, and is deemed more affective at actually giving customised advise to the SMEs involved.

Theme 1	Lighting	June 2015	Info about lighting at the workplace with an introduction about the different light sources and how much energy they consume, introduction of the iESA to the Energy manager as a basis for introduction to other employees
Theme 1	Energy Efficient Office IT	October 2015	<p>Various info about Green IT at the work place</p> <p>Thematic week about standby consumption, including exercises to measure this in each SME and how to avoid standby losses.</p> <p>A Do-it-Yourself energy check will be given to the employees to enable them to successfully save energy at home as well.</p>

Overall 10 energy audits have already been completed, with the remaining audits in progress and nearing completion. First inspections and walk through audits together with the site or office managers have also been conducted in all companies to give hints on quick wins and easy to implement energy saving activities.

#### 5. External Communication


A number of circulars and information materials have been circulated to compaies and multipliers for further dissemination.

Order	Type of activity e.g. Mailing / participation ion workshops, events, seminars (presentations etc.)	Date	Main issues covered	Description / follow-up

1	EECC presented to national energy provider Enemalta	25/05/2015	General information about the campaign and iESA tool	Regular information about campaign results
2	EECC presented to Sustainable Energy and Water Conservation Unit	29/05/2015	Board meeting, specific information about the campaign and specification of data gathering and evaluation	Possible synergy between Sustainable Energy and Water Conservation Unit (SEWCU) and EECC
3	EECC presented at workshop for domestic energy auditors in Hal Luqa, Malta at the SEWCU office.	09/06/2015	Objectives and conditions for participating	<i>Participants were introduced to iESA monitoring tool and energy saving strategies for Office Buildings</i>
4	EECC presented to Sustainable Energy and Water Conservation Unit	24/06/2015	EECC data gathering and evaluation	Details of further collaboration and data gathering/evaluation were discussed
5	EECC presented to Malta Enterprise (national SME agency), Brigitte Tanti	07/07/2015	General information about the campaign and energy saving initiatives in SMEs, iESA specifications	Possible campaign promotion, outreach to SMEs
6	Enterprise Europe Network	07/07/2015	General information about the campaign and iESA tool	Possible campaign promotion, outreach to SMEs
7	Chamber of Commerce	07/07/2015	General information about the campaign and iESA tool	Possible campaign promotion, outreach to SMEs
8	GRTU	07/07/2015	General information about the campaign and iESA tool	Possible campaign promotion, outreach to SMEs
9	EECC presented to Sustainable Energy and Water Conservation Unit	17/07/2015	Objectives of the EECC and the contents of the iESA	Close collaboration and exchange of project results for establishing national benchmarks

## 6. Online Marketing

A number of posts have been published on social media channels such as Facebook, however these have more recently been discontinued since Malta already has 24/25 participating SMEs.

Order	Activity description (banners, video advertising, Facebook ads, search engine marketing (Adwords), links from web sites etc.)	Activation date	Monitoring data (Date / results)
1	Facebook Ad: Free energy audits of SME office buildings	12/05/2015	 <p>The screenshot shows a Facebook advertisement. On the left, there is a text-based ad with a red digital multimeter image. The text includes a headline 'Free energy audits of SME office buildings' and a description. On the right, there is a sidebar with a '118' counter and several small icons representing different metrics or categories.</p>

## 7. Lessons Learned and Major Challenges Encountered

In the last couple of months Malta has made good progress towards achieving its target to involve at least 30 companies in the campaign. To-date 25 companies are actively participating and are using the iESA portal to record their energy saving activities, meter readings, and energy bills. In Malta, SMEs are motivated to participate in the campaign and reduce their energy consumption by offering them a free professional energy audit. This was the only way we could get Maltese office SMEs to participate in view of the current drop in oil prices (\$38/barrel) and a one-fourth reduction in energy prices given to local SMEs as of late. We also offered SMEs the opportunity to feature in project related articles in order to help them achieve a greener image. Overall, establishing personal contact with the SMEs has turned out to be the most successful campaign recruitment approach so far although this was a quite resource intensive way of recruiting participants.

In view of the resource intensive recruitment and promotional phase, and the ongoing energy audits, Malta has also decided not to hold a regional workshop where all the business come together, and instead will be holding detailed workshops at the SME themselves in order to explain the findings of the audits, and guide the involved personnel directly.



