



European Enterprises' Climate Cup (EECC)

European Competition on Energy Saving for SMEs

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EECC at a glance...

- European Competition on energy saving targeting 300 SMEs in 10 countries
- National competitions leading to national energy champions
- 3 European and 10 national winning companies decorated within award ceremony in Brussels (mid 2016)
- CSR und employee campaign for SMEs



EECC is providing...

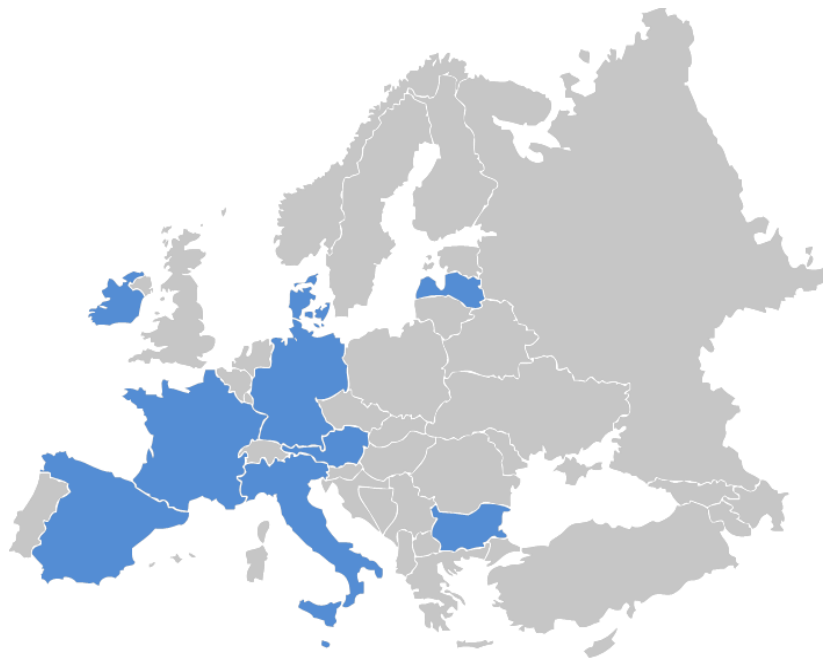
- Individual energy advice for SMEs, 10 on-site audits in each country,
- Online energy monitoring and management by using online tool interactive Energy Savings Account (iESA)
- PR, CSR and media activities,
- Energy and cost savings: 7 % targeted by low investment measures (electricity and space heating/cooling)



Who is involved?



co2online



Ireland



Denmark



France



Spain



Italy



Austria



Bulgaria



Malta



Latvia



Germany



Target Group

Small and medium sized enterprises

- Up to 250 employees, all sectors
- Office space
- Employees of the SMEs as most important audience



Why SMEs?

- 99% of all companies in the EU are SMEs
- Deficits in energy monitoring and -management
- Energy efficiency is important for the competitiveness in national and global markets

Targets

Motivation of 300 SMEs for participation (30 in 10 countries)

- Corporate image benefits (CSR concepts and PR)
- Free energy monitoring and advice (> 30 on-site audits)
- Employee retention

7% energy savings and CO₂ reduction

- Assistance to prioritize energy efficiency improvements
- Motivation of employees for behavioral changes
- Measurability through Energy Savings Account (monitoring tool)

Dissemination of campaign informationen and tools to 1,000 SMEs

- Websites, social media, flyer, posters, give-aways
- Interactive e-learning apps on energy efficiency



Contribution of participants

Assessment:

- Monthly data entry into energy monitoring tool iESA
- Providing energy bills
- Fill-in questionnaire for energy audit
- Following development of energy consumption on iESA

Implementation:

- Definition of energy efficiency improvements (technical and behavioral)
- Appointing Energy Agent (EA) as EECC contact
- EA attends EECC workshops on energy efficacy and employee motivation

Communication:

- Motivation of employees for behavioral changes using campaign tools
- EECC information on internal communication channels
- Sharing success stories with the team

The Energy Savings Account (iESA)

Please replace with your national iESA screenshot!!!!



Energiesparkonto

Neu! Informationen zum neuen Konto

Gefördert durch:  Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit

LogIn:

Eröffnen Sie kostenlos Ihr Energiesparkonto!

- ✓ Sehen: Ihr Energieverbrauch auf einen Blick
- ✓ Vergleichen: Ihr Energieverbrauch richtig bewertet
- ✓ Sparen: Weniger Energie = geringere Kosten

ZUR REGISTRIERUNG >>>

[Login mit Facebook](#)

Sehen

Auf einen Blick: Das Energiesparkonto macht Ihren Energieverbrauch für Sie sichtbar. Ob Heizung, Strom oder Auto – beobachten Sie Schritt für Schritt die Entwicklung aller Ihrer Energiedaten.

» mehr erfahren

Vergleichen

KWh	123 €	163 €
450 kWh	Mein Verbrauch	Vergleich

Zur Kontrolle: Das Energiesparkonto vergleicht Ihren Energieverbrauch und Ihre Energiekosten mit anderen Hausarten. So erfahren Sie auf einfache Weise, wo Sie wirklich in Sachen Energieeffizienz stehen.

» jetzt informieren

Sparen

Für den Geldbeutel: Das Energiesparkonto zeigt Ihnen anschaulich, wo und wie Sie am besten Energie sparen können. Das zahlt sich am Ende doppelt aus: Für Ihr Portemonnaie und für die Umwelt.

» alle Hintergründe

EnergieCheck App

Mit der neuen, kostenlosen EnergieCheck App für Android und iPhone wird die Nutzung Ihres Energiesparkontos zum Kinderspiel. Denn regelmäßiges Sammeln von Energiedaten geht nun ganz einfach. Außerdem besitzt die App viele praktische Zusatzfunktionen.

» zur EnergieCheck-App

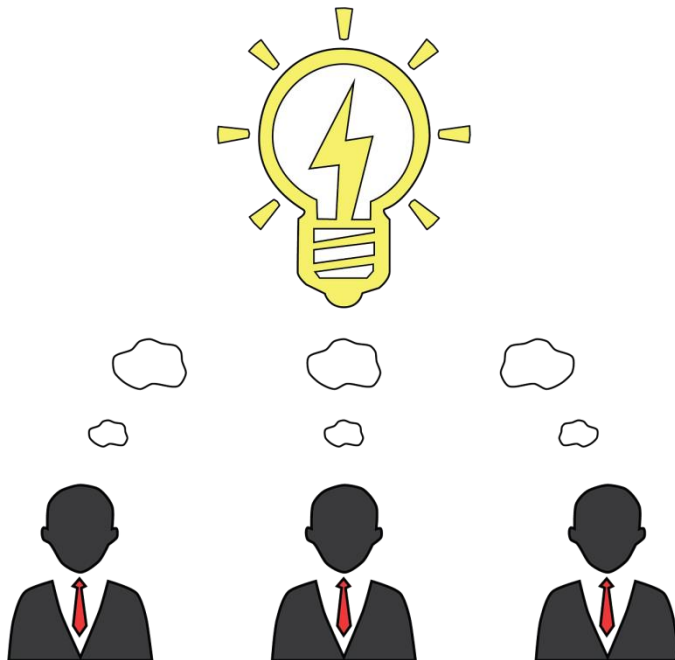
Kleines Vorbild

Warum Energie sparen glücklich macht

Online energy monitoring system:

- Electricity
- Space heating and cooling
- Water
- Individual accounts for SMEs
- Benchmarks evaluating energy saving successes
- Data protection guaranteed

Energy Saving Measures



- Efficient lighting
- Avoiding standby losses
- Efficient heating and cooling
- Water saving
- Energy saving appliances
- Energy efficient IC technology (computers, fax, printer, server, etc.)
- Regional food (low carbon footprint)
- Experiences used at home

Communication activities at offices

- Energy special topics on efficiency measures published on companies' communication channels (intranet, magazine, mailings)
- Energy Agent informs and advises employees directly
- Special events at companies (climate breakfast or lunch, kick-off event, competitions of departments, incentives)
- Info-materials like e-learning apps, flyers, posters, stickers



External communication



- Campaign websites (special energy topics)
- Social media
- Networking with endorsements
- Press releases (kick-off, special energy topics, winners)
- Content for companies' CSR concepts

Evaluation of the winners

Award Criteria

- On European level: Energy efficiency activities and resulting savings within companies
- On National level: European award criteria **and additionallyto be added by partners**
- Evaluation based on iESA data base analysis and additional surveys

Jury

European jury consisting of one national representative in each country

- Confirmation of the European award criteria
- Confirmation of the 3 European winners



Awards

- Energy saving devices or appliance worth 2000 € for each national champion,
- European trophy for European winners
- Award Ceremony in Brussels (2016)
- Dissemination of success stories on European and national level



Important endorsements



The Climate Cup is aiming collaboration with

- Industry and trade chambers
- Crafts chambers
- SME associations
- CSR networks
- Trade unions
- NGOs
- Media
- Energy efficiency platforms
- Enterprise Europe Network
- Municipalities



Support of endorsements

Endorsements can contribute by:

- Disseminating the Climate Cup through their communication channels
- Introducing the EECC to their members, clients etc.
- Addressing SMEs directly at events or by personnel contact
- Publication of EECC press releases
- Publication of EECC news on websites, magazines, mailings
- Linking to EECC websites

Endorsements will be introduced on national EECC websites



Schedule



March 2014 to August 2016

- Phase I: SME recruitment and development of campaign design, online tools, websites, information materials (March 2014 to February 2015)
- Phase II: Campaign including offline- und online activities (March 2015 to June 2016)
- Phase III: Evaluation (May to August 2016)





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