SMART ENERGY FOR GROWTH

SME actions on energy efficiency powered by Chambers of Commerce and Industry
Established in 1958 as a direct response to the creation of the European Economic Community, EUROCHAMBRES acts as the eyes, ears and voice of the business community at EU level. EUROCHAMBRES represents over 20 million member enterprises in Europe through 45 members (43 national associations of chambers of commerce and industry and two transnational chamber organisations) and a European network of 1700 regional and local chambers. More than 98% of these enterprises are Small and Medium Enterprises (SMEs). Chamber members employ over 120 million employees.
IN BUSINESS, BEING EFFICIENT PAVES THE WAY TO SUCCESS

Although this principle applies, more or less, to all areas of running a business, it is particularly true for energy use.

Energy efficiency pays off in two ways: not only does it help to preserve our climate and a sound environment, it is also the most direct way for businesses to control and consequently to cut their production costs.

Especially in times of high electricity and gas prices, EU businesses must be innovative and competition indisputably works as an effective driver. However, as proven by surveys, small and medium-sized enterprises (SMEs) in particular need support to unleash their full potential. This is why Chambers of Commerce and Industry across Europe deliver practical services to help SMEs be more energy efficient.

Chamber actions range from basic information on low cost efficiency measures or access to financial support, to offering comprehensive training on how to implement energy management tools and practices on the ground. Such concrete initiatives address the economic needs of businesses most effectively and must be multiplied and expanded in the future.

This brochure illustrates a selection of Chamber projects and success stories from innovative SMEs across Europe. They provide clear evidence that being innovative in terms of energy efficiency pays off and I hope that they will inspire more SMEs to follow suit.

Do not hesitate to contact your regional or local Chamber, which is always available to provide useful help and advice.

Dr Richard Weber
President of EUROCHAMBRES
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CHAMBER ACTIONS FOR ENERGY EFFICIENCY

Each year, around 200,000 businesses benefit from Chamber energy efficiency services, like information services/consulting, advice on funding opportunities, qualification training, etc.

GREATEST OBSTACLES TO INVEST IN ENERGY EFFICIENCY MEASURES*:

1. LACK OF FINANCING RESOURCES
2. LACK OF TIME TO ANALYSE POTENTIALS
3. LACK OF INFORMATION/KNOWLEDGE

*EUROCHAMBRES survey, May 2014
SME CHEQUES FOR ENERGY EFFICIENCY

The SME cheque is an initiative of the Energy Institute for Business. The aim of the cheques, amounting to 675 euros each, is to induce energy efficiency gains in SMEs.

Within 12 months, a company may apply for two cheques - one for an initial consultation and one for subsequent advice on implementing energy efficiency measures. In total, around 5000 advisory cheques had been issued by early 2014.

The estimated impact per business and per year speak for themselves:

- Energy costs savings of 5,000 euros
- Average reduction of around 12% in the total energy costs
- Projected energy savings of about 50,000 kWh.
- Average CO2 emission reductions of 18 metric tons.

The Energy Institute for Business (EIW) was founded in April 2008 by the Austrian Federal Economic Chamber, its majority shareholder. It acts as a platform for activities in the fields of energy and climate protection focusing on the implementation of climate protection measures and on helping Austrian businesses – especially SMEs – to capitalise on market opportunities as suppliers of products, technologies and services to improve energy efficiency.

Further information:
www.energieinstitut.net
The Environment Service Salzburg (umwelt service salzburg, uss) is an initiative co-funded and supported by the Salzburg Chamber of Commerce and aims to advance environmental protection support in the Austrian region of Salzburg.

Its core competencies include the organisation and financial support of environmental consulting services in four core areas: energy, mobility, waste and resources, as well as environmental management. The uss is the only institution in Salzburg that bears up to 50 % of the consultancy costs.

Since its establishment in 2003, about 3,300 measures have been developed with companies, municipalities and other institutions, which in total invested around 186 million euros in environmental protection.

The uss initiative has led to energy savings of 204.6 GWh. Due to these savings, Salzburg companies annually save around 19 million euros in operating costs, which also benefits the environment and therefore the quality of life. The benefiting companies annually save 53,300 t of CO2, which corresponds to driving around the world 10.660 times with an eco-friendly car.

Other organisations involved in the uss are the state of Salzburg, the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management and the utility provider Salzburg AG.

Further information: www.umweltservicesalzburg.at

Simple energy efficiency actions:

**Tip 1**

Start when buying the equipment – buying energy efficient office equipment (e.g. Energy Star) helps reduce energy consumption from the beginning.
A CHARTER FOR THE ENVIRONMENT

The ‘Environmental Charter’ is a project implemented by the Chamber of Commerce and Industry East-Flanders and the regional authorities of the Province of East-Flanders in Belgium.

The Environmental Charter stimulates companies to take actions in order to reduce their impact on the environment. These companies are rewarded with a certificate, a trophy and lower energy bills! The actions cover all areas of environmental and energy management. Since 2009, each year more than 50 cross-sector businesses participated, both profit and non-profit entities.

Candidates are screened according to their compliance with the environmental legislation. For every non-conformity, the candidates have to propose corrective actions.

During a company visit, a team of auditors assesses the effective implementation of the actions. One of the main criteria is prevention at the source (e.g. reduce water and energy use).

Each year, the best practices of all participating companies are published in a brochure and on the website. For every best practice, the respective companies describe the economic, ecological and social benefit. For example, relighting a warehouse can be quantified in Euros saved and a reduced carbon footprint.

Further information: www.voka.be/oost-vlaanderen
SME INITIATIVE ‘ENERGI EWENDE’

The German SME initiative ‘Energiewende’ is a joint project of the Association of German Chambers of Commerce and Industry (DIHK), the Federal Ministry of Environment, the Federal Ministry of Economics and Energy and the German Confederation of Skilled Crafts (ZDH).

Mittelstandsinitiative Energiewende

It aims to help, in particular, SMEs to identify energy savings potential and put efficiency measures into practice. The role of DIHK in this process is decisive as it acts as an important intermediary between what public policy makers can offer and how innovative entrepreneurs can make use of it. An open dialogue between all stakeholders involved, a strong information policy as well as the provision of contact people on the ground are some of the central drivers for its success. In this spirit, the initiative’s main activities include:

Training for apprentices to become qualified “energy scouts”

As trained energy scouts young apprentices get an additional qualification and can help their companies to increase their energy efficiency.

Analysing obstacles to implementation

A new expert group set up by specialists from local chambers and DIHK identifies obstacles to the implementation of efficiency-enhancing measures in companies. Sector-specific recommendations and solutions are elaborated by means of a detailed questionnaire distributed to all member companies.

Setting up networks between SMEs

A variety of recently established energy efficiency networks help, in particular SMEs, to learn from each other’s experience.

Incentivising voluntary climate actions

The initiative supports and encourages the access of SMEs to the Climate Protection Group, a cross-sector network of companies that have voluntarily committed to achieve ambitious energy efficiency and climate protection targets (see next page).

Further information:
www.mittelstand-energiewende.de
CLIMATE PROTECTION BUSINESSES

The German Climate Protection Group (Klimaschutz-Unternehmen) constitutes a nationwide, cross-sector network of excellence for climate protection and energy efficiency. Originally initiated by the German Federal Ministry of Environment, the Federal Ministry of Economics and the Association of German Chambers of Commerce and Industry (DIHK) in 2009, the success of the initiative has, meanwhile, prompted participating businesses to found a registered association in order to ensure the long-term continuation of their work.

By early 2014, 28 companies had voluntarily committed themselves to measurable and ambitious climate protection and energy efficiency targets, inducing major energy efficiency improvements of their products, services and production process. As pioneers in their field, the Climate Protection Group significantly reduces greenhouse gas emissions and demonstrates: climate protection pays off!

DIHK continuously collaborates very closely with the Climate Protection Group. As jury member, it decides upon new companies being admitted to the network and awards a special certificate in case an application has been successful. New applications can be submitted directly to DIHK where a project team provides detailed advice on specific admission conditions and application.

Further information: www.klimaschutz-unternehmen.de

Simple energy efficiency actions:

Tip 2

Install power strips with an on/off button to facilitate switching off all equipment at the end of the day
Simple energy efficiency actions:

**Tip 3**

Switch off computer monitors when going out for lunch or a meeting

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**CITY OF ENERGY**

The Chamber of Commerce and Industry (CCI) of Isernia (Molise region) has created an ad hoc info point on energy issues. This new free service called “La Città delle Energie” (The city of energy) offers tailored advisory in order to test, experience and assess a wide portfolio of information related to energy efficiency solutions.

The Città delle Energie also welcomes users via a web portal that takes them on an interactive journey, connecting them to the operators responsible for the various project activities. The methodology implemented has been adopted by other Chambers, like the neighbouring CCI of Campobasso, and thus, facilitates technology transfer among local stakeholders.

The main components of the initiative include dissemination actions on specific topics (e.g. heating bills and fiscal incentives) and professional training (energy manager curriculum of 66 hours) for local advisors in cooperation with sector associations.

Moreover, two calls have been published in order to put energy efficiency experts and interested SMEs in contact. On the one hand, SMEs can gain insight on a list of local efficiency and renewable energy services. On the other hand, SMEs interested in participating in mentoring programmes for environmental sustainability are selected.

The programme provides funding for energy check-ups (50% of eligible costs) and support related to energy efficiency (50% of eligible costs up to a maximum of € 6.000).

**Further information:**
[www.lacittadelleenergie.it](http://www.lacittadelleenergie.it)
Identifying energy efficiency potential in the construction sector

Since 2012, the Dublin Chamber of Commerce has been running training on energy efficiency. The first training days were organised as part of a European funded project called PRISMEEnviroment. The aim of this programme was to raise environmental awareness among SMEs in the construction sector and to encourage them to adopt efficient energy management systems. Workshops were followed by individual consultations with environmental service providers. Among the 95 companies that took part in this programme, 88% expressed a greater level of confidence in their ability to implement energy efficiency measures and energy management system.

In response to demand from members, the Dublin Chamber of Commerce extended the programme to other sectors in December 2013. Workshops on topics such as “ISO5001” and “An energy efficient future – identifying new opportunities” have already taken place.

Check-ups on fishing vessels

Due to its location on the Adriatic coast, the maritime sector plays an important role in the local economy of the Italian region of Marche. Thus, in 2012, the Chamber of Commerce of Ancona highlighted the need to proactively apply energy check-ups to fishing vessels.

A newly initiated project aims to reduce energy costs for vessel operators and consequently, to boost their competitiveness. The initiative also contributes to the protection of the local maritime environment. In cooperation with CNR, the Italian National Research Council, numerous on board efficiency audits have been conducted. Consequently, ad-hoc solutions were provided to vessel operators. The evaluation especially focused on energy waste. As a result, the environmental footprint of the local maritime economy (mainly SMEs) has significantly improved.
TRAINING EUROPEAN ENERGY MANAGERS

The Polish Chamber of Commerce is one of nine partners from six EU countries who implement the project entitled Boost Energy Efficiency in Manufacturing SMEs by Extending European Energy Manager Training and Network, acronymed EUREMplus, co-funded by Intelligent Energy Europe (2013-2015).

The project aims to make the well-established EUREM programme available to additional companies, especially SMEs from the manufacturing sector, enabling them to increase their energy efficiency and competitiveness. The project expands the successful European energy manager training to six new partner countries.

EUREM, the ambitious standardised training programme and successful network for European energy managers, is already provided in 21 countries throughout the world, counting now more than 3500 alumni guaranteeing energy efficiency in their companies. The programme comprises of courses, self-learning and practical work, combined with access to the network for continued knowledge exchange. On average, each energy manager develops measures with savings potentials of 750 MWh/a for his or her company during the course. About 80% of these are implemented in the short term, while others are carried out at a later stage.

In the context of EUREMplus, the Polish Chamber of Commerce relies on the vast experience and best practices of the Nuremberg Chamber of Commerce and Industry, the Austrian Federal Economic Chamber (involving its subsidiary Energy Institute for Business) and the National Energy Conservation Agency of Poland. As a next step, distance learning courses will be developed and tested by the Polish Chamber.

Further information:
www.pl.eurem.net
REACHING THE 20-20-20-20 TARGETS

The Heves County Chamber of Commerce motivates local SMEs in northern Hungary to contribute to Europe’s 20-20-20 energy and climate policy targets by adding another 20% target on cost reductions.

In order to achieve this cost-reduction target, the Chamber created an energy purchasing community which works similarly to a joint procurement group and allows for better pricing conditions. Apart from that, the County Chamber offers advice on how to switch from fossil fuels to renewable energy and on rationalising overall energy consumption. Participating companies have achieved substantial energy cost savings – an effect that has proven very important during the global financial crisis which hit Hungary particularly hard. Moreover, the measures contributed significantly to achieving the region’s energy and climate policy objectives.

Meanwhile, this regional initiative has even spread nationally, as the 20% cost reduction was adopted by additional companies and institutions from various other Hungarian regions.
A STEEEP INCREASE IN ENERGY SAVINGS FOR EUROPEAN SMES

With the kick-off of the STEEEP project in March 2014, 630 SMEs across Europe were set on the road to achieve 10-15% of energy savings. STEEEP stands for “Support and Training for Excellent Energy Efficiency Programme” and will provide tailored training and guidance on effective energy management tools and practices to SMEs from various sectors.

The companies will learn to measure and consequently control energy costs more efficiently. Moreover, an experienced academic partner will scientifically evaluate the potential for energy savings, set efficiency targets and monitor progress in reducing energy consumption. The project is co-financed by the Intelligent Energy Europe Programme, and EUROCHAMBRES is coordinating it, with Chambers of Commerce and Industry from 10 different EU-countries as partners. As many as 315 thematic workshops for SMEs will take place after the capacity building of national and regional Chambers. STEEEP will contribute to the EU’s goal of increasing energy efficiency by 2020, while at the same time providing European SMEs with an opportunity to make substantial savings.

Further information (from August 2014):
www.steeep.eu

ENERGETIC BALKANS

The Partners for Acquis Compliance and Energy Efficiency (PACE) project aimed to facilitate the EU integration process of business communities in six Western Balkan countries.

As part of the PACE project companies in Albania, Bosnia and Herzegovina, Croatia, the Former Yugoslav Republic of Macedonia, Montenegro and Serbia could also undergo an energy audit, carried out by a local Chamber, monitoring their energy consumption and identifying potentials for reducing energy costs. Finally, an electronic guide on doing business with the EU was produced for the project and is being distributed in three languages by the Chambers in the partnering countries.

The PACE project was launched by EUROCHAMBRES in December 2010, as part of the EU IPA Socio-Economic Partnership Programme, with an EU grant of €457,000 and ran until November 2012.
LET THERE BE LIGHT!

About a quarter of the electricity supplied to a hotel is used for illumination. As light is key to the sensation of being welcome as a guest, choosing the right way of illumination is of crucial importance for an accommodation business.

As the colour, intensity and service life of LED spots improved in recent years, their deployment in hotels became increasingly attractive. Thus, Hotel Auersperg in Austria decided to replace its previous illumination with LED spots.

Apart from electricity and cost saving considerations, the maintenance aspect was highly relevant to this decision. An LED is expected to have a service life of more than 10 times that of a halogen spot. The acquisition costs of an LED spot can thus be recovered in less than two and a half years – even without considering the impact of the saved electricity; using LED cut the power consumption for illumination by 80%, which translated into savings of more than 2,000 Euros per year.

The switch of spots also led to less heat related marks on ceilings and was implemented gradually to allow stocks of halogen spots to be used up in parallel to the installation of LED ones.

Overall, the exchange of halogen against LED spots led to savings of 17 MWh per year in electricity, which corresponds to the energy consumption of four average family households.

Simple energy efficiency actions:

**Tip 4**

Check the thermostat and make sure a room is not heated or cooled more than needed – 1°C already makes a difference!
AZ Partners is an industrial automobile repair shop specialised in bodywork and located in the Province of Luxemburg. For many years the company has focused on energy efficiency improvements and the use of solvent-free paints.

Conscious of the impact of high energy costs, the car body shop identified its operational activities in the spray booth as the largest energy-consuming factor. Thus, AZ partners gave priority to the modernisation of this booth by installing an infra-red drying system. This investment reduced gas consumption by more than 20% and led to a significant increase in the company’s productivity.

On top of that, the company examined its ventilation system. Two ventilation regulators were consequently installed, enabling the modulation of ventilation corresponding to the activity (e.g. preparation, spraying). The modification resulted in thermal and electricity savings of around 12,000 Euros per year.

Overall, the company has been able to reduce its energy consumption by 26% (28% on gas consumption and 21% on electricity). The necessary investments have been subsidised by the Walloon region.

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| Efficiency gains through | - Investments in energy efficient technology  
- Modernisation of operational equipment |
PERPETUUM MOBILE OF BIOGAS

In 2012, Albena AD, the shareholding company owner of a resort on the Black Sea coast and a nearby agricultural farm, built two biogas plants with a capacity of 2MW. The project takes advantage of the synergies that biogas production can provide.

While the generated electricity guarantees the energy independence of the whole complex, the generated thermal energy can be used for heating the administrative buildings. Moreover, the exhaust materials from the biogas production serve an agricultural purpose, by being used as organic fertiliser.

THE “GREEN” HOSPITAL

The American Medical Center (AMC facility) is the first “green” hospital in Cyprus. This unofficial title can be justified after implementing energy saving techniques, optimally exploiting natural light and applying highly efficient technologies for heating, cooling and lighting the facility. In particular, the use of geothermal energy with 40 boreholes (each 100 metres deep) is estimated to reduce energy needs to 350 MWh per year. Also, solar power is generated through a 100kWp photovoltaic system installed on the hospital’s roof. The Building Management System (BMS) in place allows the facility manager to monitor, adjust and forecast the needs of the building in order to maintain high levels of comfort for patients, visitors and employees alike.
TI AUTOMOTIVE FUEL SYSTEMS À CHALONS-EN-CHAMPAGNE

For a long time, TI Automotive, the subsidiary of an American company that produces fuel supply and pollution control systems for the automotive industry, has been looking for opportunities to save energy.

The breakthrough occurred when CCI Châlons-en-Champagne organised a meeting around a regional mechanism for better control of energy consumption: «energy efficient business.» The idea was to promote exchanges between companies to help them reduce their energy bills and reduce greenhouse gas emissions. The meeting inspired the maintenance manager of TI Automotive and the company started activities in the area of energy management.

Following the event, the company contacted specialised consultants proposed by the Chamber and launched investments in energy efficiency improvement regarding their industrial processes and their building’s heating and cooling system.

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<td>Support</td>
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| Efficiency gains through | - Industrial Process  
- Heating  
- Refrigeration |

Simple energy efficiency actions:

**Tip 5**

Switch equipment off when not needed – such as printers, photocopiers or the coffee machine
GERMAN CAFÉ OPERATES ITS OWN POWER PLANT

Being a pastry shop and coffee roastery all in one, coffee house “Langes” is an energy-intensive SME from Hamburg, Germany. In order to use energy most efficiently, the business follows a systematic long-term energy optimisation strategy that goes beyond the usual five-year business plans. The coffee-house’s ultimate goal is to work in an energy-efficient way that significantly reduces CO2 reductions and allows complete independence from fossil raw materials.

To achieve this goal, electricity consumption for production and operations is regularly assessed in terms of further saving potentials. New techniques have been implemented and inefficient equipment and appliances replaced. For example, the entire lighting system was converted to new LED-lights. Moreover, a combined heat and power unit supplies the business with heat and electricity. Similarly, the heat accruing from the cooling of the cake counter can be used for the hot water of the dishwasher.

The latest achievement on the way towards greater energy independency from fossil sources is the installation of the company’s own wind turbine – in fact, the smallest of its kind in the whole Hamburg region. At a height of 9 metres this turbine is able to supply a total of two kilowatt-hours (kWh) of electricity that can be directly used for various operations in the coffee house.

All efficiency actions considered, including the use of technology as well as the active involvement of all 18 employees in special training and education, have led to a total reduction in energy consumption in recent years of more than 50%, equalling annual savings of 19,000 kilowatt hours of electricity and 76,000 kWh of heat.
FEINGUSS BLANK produces high-precision castings using the investment casting process which requires a lot of energy. Every year, around 3,500 tons of alloys are smelt and cast at temperatures ranging between 1,600 and 1,700 degrees Celsius.

Before starting the actual casting process, the casting shells are produced by dipping the so-called wax clusters into various ceramic slurries. This is one of the most important steps in terms of quality of the finished precision castings. Controlled room temperatures and a specific moisture content in the entire shell production area are critical. This also means that electricity and gas represent major costs in BLANK’s production process.

By using a new patented climate control system, BLANK has successfully eliminated temperature variations and draughts in this production area. In fact, the optimised climate control behaviour has not only increased process reliability in one of BLANK’s most sensitive production areas. It has also led to an energy saving of nearly 30% and a 112 t/year reduction in CO2 emissions.

There has been a significant improvement in the indoor climate. The temperature in the building is much more even and there is no longer any cold air from windows in winter. Noise levels have also been minimised: Whereas, before, the noise of the air conditioning plan predominated, since the upgrade, it does not make any noise at all.
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Editor’s note: The initiatives illustrated in this brochure present just a small sample of the vast number of projects carried out by Chambers across Europe. For more information on best-practice examples please contact your national Chamber organisations.