DEESME

National schemes for energy efficiency in SMEs

Deliverable 4.6 - Public

Monitoring concept

Implementing the DEESME campaign for energy efficiency

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About

Unlike large companies, SMEs have less technical human and financial resources to improve their energy efficiency. Barriers have been deeply investigated including lack of awareness, low capital, difficulty to access financing, doubts around actual saving potential and the lack of technical human resources. To provide SMEs with technical resources such as methodologies, best practices, technology inventories and subsidies, national schemes exist. Some of the schemes introduce mandatory actions (energy analysis) to obtain such subsidies. Nevertheless, national policy schemes have failed to some extent to convince companies that the energy audit is something more than a "bureaucratic fulfilment" to obtain a contribution and to push large companies to take the step from the analysis to the investment. To overcome that, DEESME aims at:

a) Enabling companies to manage the energy transition by taking profit of multiple benefits and energy management approaches,

b) Supporting the development and implementation of energy efficiency EU policies in the framework of article 8 of the Energy Efficiency Directive, beyond the project, by providing national authorities with guidelines and recommendations on how to strengthen the national schemes, and

c) Enhancing the adoption of the DEESME approach by National Authorities beyond the project timeline through the implementation of institutionalization activities.

The project will identify and share best practices from national schemes, EU projects and other initiatives with national authorities and support them in developing more effective schemes dealing with energy audits and energy management systems. It will finally assist SMEs to develop and test the technical DEESME solutions by organizing information and training initiatives, realising energy audits and implementing energy management systems starting from international standard and adding the multiple benefits energy efficiency approach.

The project is built on a strong consortium of academics, research organisations, consultancies and government offices from Belgium, Bulgaria, Germany, Italy, the Netherlands and Poland, namely: IEECP (NL, coordinator), FIRE (IT), SOGESCA (IT), Fraunhofer ISI (DE), CLEOPA (DE), SEDA (BG), ECQ (BG), KAPE (PL), EEIP (BE).

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1. Introduction to the monitoring concept

According to the DEESME proposal, each work package (WP) includes its dedicated monitoring activities. Work package 4 (WP4) of the project aims at implementing the DEESME campaign for energy efficiency. This work package is focused on increasing the attractiveness of the solutions adopted by DEESME during the implementation of WP3 "Enabling companies to take profit of multiple benefits and energy management approach". After collecting and analysing the results obtained from the implementation of 50 energy audits and 25 energy management systems using the multiple benefits approach within WP3, consortium members will seek to reach out to 50 project key actors and 2500 companies in order to raise the awareness of companies on the DEESME approach. The DEESME Campaign for Energy Efficiency will further strive to encourage a wider number of companies to invest in energy saving measures, hence declining energy consumption trends and reducing energy demand in different sectors.

The specific objectives of the work packages are:
- test the attractiveness of the solutions adopted by DEESME to encourage companies towards energy efficiency
- involve at least 2500 companies (minimum 500 in each of the 4 DEESME MS) by the end of the project, either directly (e.g. phone-calls and trainings) or indirectly (e.g. newsletters)
- involve at least 10 national trade associations and other key actors in each country
- provide the Institutionalization process (WP5) with working documents based on real scale and key actors points of view

The monitoring activities in WP4 are to find out to what degree these specific objects have been reached and to identify opportunities for improvement the further - implementation of the project. In other words, task 4.4 (T4.4) is to monitor the results and impact of the work package (Figure 1).
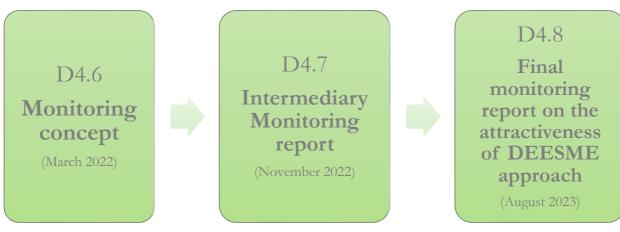

Figure 1 – WP4 monitoring strategy

This monitoring concept specifies how the successful use and application of the tools created under the DEESME approach will be monitored (D4.6). Based on this concept, two monitoring rounds will be carried out:
- An intermediary monitoring (D4.7) will mainly report on the use and success of the engagement of key actors and companies.

- A second monitoring (D4.8) towards the end of the project will verify the overall outcomes of WP4 (including the level of satisfaction of key actors and their increased skills/capabilities). In that way, it will verify whether the key performance indicators relevant for WP4 have been accomplished and it will seek to provide lessons-learned for the exploitation of DEESME approach after the formal conclusion of the project.

The monitoring concept is crucial to establish a structured data collection process and to finally evaluate the DEESME approach for the communication campaign, in terms of engagement of both key actors and companies. The monitoring concept can be considered as a guideline for data collection: what should be collected, how, by whom and when.

The monitoring activities in WP4 are closely related to monitoring activities in WP3, which are dedicated to enabling companies to take profit of multiple benefits and energy management approach through the implementation of energy audits and energy management systems.

2. Key performance indicators and data requirements

According to the project proposal, the DEESME project shall attain a set of different key performance indicators within and beyond its duration. The overall set of indicators addresses different parts of the project. Some of them relates to the activities carried out in WP4 (Table 1, summary of WP4 DEESME indicators)

Project Performance Indicator		Quantification	Measurement unit
Indicators related to the DEESME communication campaign		within project duration	
#1	Key actors with increased skills/capability/competencies with reference to multiple benefits and management (T4.1)	50 (10)	number/consortium (minimum number/country)
#2	Companies addressed during the DEESME campaign (T4.1)	2500 (500)	number/consortium (minimum number/country)
#3	Meetings with key actors (T4.1)	8 2	number/consortium number/country
#4	National events with companies (T4.2)	8 2	number/consortium number/country
#5	Training sessions and workshops with key actors and companies (T4.3)	12 3	number/consortium number/country

Table 1 – summary of WP4 DEESME indicators

2.1. Operationalisation of KPIs

Prior to identifying the data needed to monitor the KPIs, it is important to understand how the target values for the KPIs have been estimated in the proposal. The next sub-sections show for each KPI how the original target has been set and serve as a basis to monitor the results of the project related to WP4.

2.1.1. Indicator #1: Key actors with increased skills/capability/competencies (T4.1)

According to the Grant Agreement, 50 key actors will be directly involved within the project, and their skills/capability/competencies will increase during the project.

According to D4.1 – Plan of the Communication Campaign, key actors are defined as "various individuals, groups or organizations that are directly involved in the DEESME communication campaign with the aim to encourage companies to invest in energy efficiency based on the DEESME approach". A non-exhaustive list of such key actors include: trade companies' associations, consortia and other companies' aggregators; energy consulting and certification firms; energy agencies; research organizations and universities; financial actors; regional and other relevant local authorities; media & press; general public.

Quantitative indicator: 50 key actors in total (minimum 10 per DEESME pilot country)
Qualitative indicator: skills/capability/competencies will increase

2.1.2. Indicator #2: companies addressed during the DEESME campaign (T4.1)

According to the Grant Agreement, the consortium is committed to involve at least 2500 companies in the 4 DEESME pilot countries (with a threshold of minimum 500 companies per country) in a communication campaign.

According to D4.1 – Plan of the Communication Campaign, companies are defined as "small, medium-sized and large enterprises, primarily from the manufacturing sector, selected among energy efficiency networks, sector trade associations/industry clusters such as pulp, tanning, foundry, steelworks, furniture, plastics, mechanical sectors, industry clusters, etc. Companies operating in other economic sectors could also be involved if they are interested in applying the DEESME approach and/or improve their energy efficiency". Companies targeted by the DEESME communication campaign should favour micro, small and medium-sized enterprises as defined by the EU recommendation 2003/361[1] (i.e. companies with less than 249 persons employed, less than 50 million EUR of turnover and less than 43 million EUR in the total balance sheet).

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[1] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361

The process for the involvement of companies consists of four steps, as graphically reported in figure 2: initial search and screening; identification & selection; establishing contact; engagement in the DEESME campaign.

Figure 2 – the four steps of the engagement process

The first three steps are meant to identify companies which to directly engage in the campaign. They are carried out with the support of the identified key actors.

> **Quantitative indicators:**
> - 2500 companies in total (at least 500 per DEESME pilot country)
> - 20 newsletters and similar documents (at least 5 per DEESME pilot country)
> - 5 web content published on websites (DEESME official website + the website of each national technical partner – ECQ, CLEOPA, SOGESCA, KAPE)

2.1.3. Indicator #3: Meetings with key actors (T4.1)

According to the Grant Agreement, 2 meetings per country will be organized, with the aim of consolidating relationships with key actors and of improving the communication towards companies,

> **Quantitative indicators:**
> - 2 meetings with key actors organized per DEESME pilot country – 8 meetings in total

2.1.4. Indicator #4: National events with companies (T4.2)

According to the Grant Agreement, building on the relationships with key actors, 2 meetings per DEESME pilot country will be organized with companies, to present the DEESME idea and the

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DEESME multiple benefits approach. In total, 500 companies will directly participate in national events in the 4 DEESME pilot countries (at least 100 per country).

Quantitative indicators:
- 2 meetings with companies organized per DEESME pilot country – 8 meetings in total
- 500 companies participating in the national events (at least 100 per DEESME pilot country)

2.1.5. Indicator #5: Working sessions with key actors and companies (T4.3)

According to the Grant Agreement, information, training sessions and workshops (3 working sessions per country) will be organised to keep the involvement and attention high and to gather added value elements from the participant organisations.

Quantitative indicators:
- 3 training sessions with key actors and companies organized per DEESME pilot country – 12 workshops in total

3. Data collection

This section describes the design of the data collection and "control room" process. More specifically, it starts by outlining the data collection process and describes at which points of time what data needs to be collected using data collection templates.

3.1. Overview of data collection

Most of data that need to be gathered in WP4 are quantitative and easy to collect. These data can be easily noted on a spreadsheet and stored by the national technical partners. Only one data is of qualitative form (relating to the increased skills/capability/competences of key actors) and will require the implementation of a survey (which is foreseen in online format using EUsurvey). Key actors will be requested to answer the survey after their participation in the national meetings (indicator #3).

3.2. Data collection forms and roles

3.2.1. Indicator #1: Key actors with increased skills/capability/competencies (T4.1)

Quantitative indicator
All national technical partners are required to fill in the Key Actors' Register – Annex 1 of Deliverable 4.1 (D4.1) – Plan of the communication campaign. Bi-monthly (at the end of every even month), national technical partners are required to send the key actors' registers (table 2) to IEECP. IEECP will keep track of anonymized Key Actors in the General Key Actor register (table 3), in order to monitor the achievement of DEESME KPIs. Updated General Key Actors' Register will be included in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) Final monitoring report on

the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

No	Name of key actor	Type of key actor (drop-down menu)	Other type of key actors (describe)	Name and surname of contact person/s	Contact details (e-mail/phone number)
1					
2					
3					

Table 2 – Sample of the Key Actors register (Annex I of D4.1)

No	Name of Key actor	Type of key actor (dropdown menu)	Other type of key actor (describe)	Responsible partner (country)
1				
2				
3				

Table 3 – Sample of the General Key Actors register (Annex I)

Qualitative indicator

In order to evaluate the increased skills/capability/competences of key actors, IEECP will develop a simple survey in English which will be automatically translated into Bulgarian, German, Italian and Polish. National technical partners are in charge of sending the survey to all key actors who participated in the working sessions (see indicator #5) organised in each of the 4 DEESME pilot countries. IEECP will be in charge of monitoring responses and analysing the data. A summary of the results will be included in D4.7 and D4.8.

3.2.2. Indicator #2: companies addressed during the DEESME campaign (T4.1)

All national technical partners are required to note down all the communication sent to companies in the Communication Campaign Company Register (Table 4). Bi-monthly (at the end of every even month), national technical partners are required to send the Communication Campaign Company Register to IEECP. IEECP will keep track of anonymized data in the General Communication Campaign Company Register (Table 5), in order to monitor the achievement of DEESME KPIs. Updated General Communication Campaign Company Register will be included in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) - Final monitoring report on the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

No	Name of company	Type[2] (drop-down menu)	Sector	Name and surname of contact person/s	Contact details (e-mail/phone number)	Mean of contact (drop-down menu)[3]
1						
2						
3						

Table 4 – Sample of the Communication Campaign Company Register (Annex II)

No	Name of company	Type[2] (dropdown menu)	Sector	Mean of contact[3]	Responsible partner (country)
1					
2					
3					

Table 5 – Sample of the General Communication Campaign Company Register (Annex III)

Moreover, national technical partners will collect and share with IEECP (on a bi-monthly basis, at the end of every even month) the newsletters sent in the framework of the communication campaign. IEECP will collect them and include them in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) Final monitoring report on the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

3.2.3. Indicator #3: Meetings with key actors

Each national technical partners is committed to organise at least 2 meetings with Key Actors in each of the DEESME pilot countries. National technical partners will collect and share with IEECP (on a bi-monthly basis, at the end of every even month):

- the agenda of the meeting (including date and location);
- a signed or downloaded attendance sheet (see Annex IV); and
- one picture of the meeting (screenshot if the meeting is held online).

IEECP will collect all the material and include anonymised information in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) Final monitoring report on the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

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[2] Micro, Small, Medium, Large company
[3] Direct email, newsletter, phone-call, in-person meeting

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3.2.4. Indicator #4: National events with companies

Each national technical partners is committed to organise at least 2 national events with companies in each of the DEESME pilot countries. National technical partners will collect and share with IEECP (on a bi-monthly basis, at the end of every even month):

- the agenda of the meeting (including date and location);
- a signed or downloaded attendance sheet (see Annex IV); and
- one picture of the meeting (screenshot if the meeting is held online).

IEECP will collect all the material and include anonymised information in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) Final monitoring report on the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

3.2.5. Indicator #5: Working sessions with key actors and companies

Each national technical partners is committed to organise at least 3 training sessions and workshops with key actors and companies in each of the DEESME pilot countries. National technical partners will collect and share with IEECP (on a bi-monthly basis, at the end of every even month):

- the agenda of the meeting (including date and location);
- the training material used in the session;
- a signed attendance sheet (see Annex IV); and
- one picture of the meeting (screenshot if the meeting is held online).

IEECP will collect all the material and include anonymised information in Deliverable 4.7 (D4.7) - Intermediary monitoring report - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 27; and Deliverable 4.8 (D4.8) Final monitoring report on the attractiveness of DEESME approach - Implementing the DEESME campaign for energy efficiency (Task 4.4, IEECP) - month 36.

3.3. DEESME's data protection policy for data collection

DEESME will not collect nor process large amounts of data, nor will any of the data include sensitive data. Most of the collected data are public data, aggregated only for communication purposes. Still, in order to safeguard the stakeholders' exposure, DEESME has appointed a DPO to monitor news about GDPR, and how it affects our project, and adapt to GDPR rules requirements.

4. Summary of activities, responsibilities and timeline

Table 6 summarises activities, responsibilities and timeline of the monitoring activities in WP4:

Indicator #	Responsible partner	What	By when
1	Partner for BG, DE, IT, PL	Key Actors register v1 to IEECP	May 2022
2	Partner for BG, DE, IT, PL	Communication Campaign Company Register v1 to IEECP	May 2022
2	Partner for BG, DE, IT, PL	Newsletters sent to IEECP	May 2022

3, 4, 5	Partner for BG, DE, IT, PL	For all organised key actor meetings, company meetings and training sessions: • agenda of meetings • signed attendance sheet; • picture/screenshot; • (training material)	May 2022
1	Partner for BG, DE, IT, PL	Key Actors register v2 to IEECP	July 2022
2	Partner for BG, DE, IT, PL	Communication Campaign Company Register v2 to IEECP	July 2022
2	Partner for BG, DE, IT, PL	Newsletters sent to IEECP	July 2022
3, 4, 5	Partner for BG, DE, IT, PL	For all organised key actor meetings, company meetings and training sessions: • agenda of meetings • signed attendance sheet; • picture/screenshot; • (training material)	July 2022
1	Partner for BG, DE, IT, PL	Key Actors register v3 to IEECP	September 2022
2	Partner for BG, DE, IT, PL	Communication Campaign Company Register v3 to IEECP	September 2022
2	Partner for BG, DE, IT, PL	Newsletters sent to IEECP	September 2022
3, 4, 5	Partner for BG, DE, IT, PL	For all organised key actor meetings, company meetings and training sessions: • agenda of meetings • signed attendance sheet; • picture/screenshot; • (training material)	September 2022
1	Partner for BG, DE, IT, PL	Key Actors register v4 to IEECP	November 2022
2	Partner for BG, DE, IT, PL	Communication Campaign Company Register v4 to IEECP	November 2022
2	Partner for BG, DE, IT, PL	Newsletters sent to IEECP	November 2022
3, 4, 5	Partner for BG, DE, IT, PL	For all organised key actor meetings, company meetings and training sessions: • agenda of meetings • signed attendance sheet; • picture/screenshot; • (training material)	November 2022
ALL	IEECP	Deliverable D4.7	November 2022
1	Partner for BG, DE, IT, PL	Key Actors register v5 to IEECP	January 2023
2	Partner for BG, DE, IT, PL	Communication Campaign Company Register v5 to IEECP	January 2023
2	Partner for BG, DE, IT, PL	Newsletters sent to IEECP	January 2023
3, 4, 5	Partner for BG, DE, IT, PL	For all organised key actor meetings, company meetings and training sessions: • agenda of meetings • signed attendance sheet; • picture/screenshot; • (training material)	January 2023
ALL	IEECP	Deliverable D4.8	August 2023

Table 6 – summary of roles and timeline of WP4 monitoring activities

5. Annexes

Annex I – General Key Actors Register
Annex II – Communication Campaign Company Register
Annex III – General Communication Campaign Company Register

5.1. Annex I – General Key Actors Register

No	Name of Key actor	Type of key actor (dropdown menu)	Other type of key actor (describe)	Responsible partner (country)
1				
2				
3				
4				
5				
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23				
24				
25				
26				
27				

5.2. Annex II – Communication Campaign Company Register

No	Name of company	Type[4] (drop-down menu)	Sector	Name and surname of contact person/s	Contact details (e-mail/phone number)	Mean of contact (drop-down menu)[5]
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

[4] Micro, Small, Medium, Large company
[5] Direct email, newsletter, phone-call, in-person meeting

5.3. Annex III – General Communication Campaign Company Register

No	Name of company	Type[2] (dropdown menu)	Sector	Mean of contact[3]	Responsible partner (country)
1					
2					
3					
4					
5					
6					
7					
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23					

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5.4. Annex IV – sample of attendance sheet

NAME	COMPANY	E-mail address	Signature