



# DEESME

National schemes for energy efficiency in SMEs

## Deliverable 4.2

### Overview of national campaigns

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## Project information

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<b>Project Acronym</b>	DEESME
<b>Project Number</b>	892235
<b>Project coordinator</b>	IEECP, Ivana Rogulj – <a href="mailto:ivana@ieecp.org">ivana@ieecp.org</a>
<b>Project dates</b>	September 2020 – August 2023



## Deliverable information

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## About

Improving energy efficiency is the most cost-effective way to reduce energy-related emissions, improve economic competitiveness and increase energy security. In the European Union, several pieces of legislation aimed at guiding states and companies, regardless of their size, on ways to improve their energy efficiency: one of them is the Energy Efficiency Directive, establishing a common framework of measures and requirements with the goal to remove market barriers and promote a more efficient use of energy in supply and demand. Article 8 of the Directive offers ways to achieve this, requiring Member States to promote and facilitate the implementation of energy audits and energy management systems. The audits are compulsory for large companies and recommended for small and medium enterprises (SMEs). National authorities should encourage both to implement the resulting recommendations.

Member States have all chosen different approaches to transpose the requirements into national laws and to support companies (trainings, websites, helplines and funding support schemes). SMEs have less workforce, technical and financial capacity to perform energy audits, and therefore rarely do so: making them aware of the multiple benefits that can derive from improving their energy efficiency and accompany them in the energy transition, with knowledge and funding from both the public and private sectors, is key. That is what DEESME, a Horizon 2020-funded project (September 2020 – September 2023), aims at.

DEESME enables companies, especially SMEs, to manage the energy transition by taking profit of multiple benefits from energy management and audit approaches and provides national authorities with guidelines and recommendations to empower their schemes under article 8, using the multiple benefits' approach.

The project identifies and shares good 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 assists 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 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).

**The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 892235.**



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## 1. Introduction to the overview of national campaigns

The Overview of national campaigns contains a description of the activities carried out by project partners (PPs) within WP4 “Implementing the DEESME campaign for energy efficiency” following the instructions provided in D4.1 “Plan of the Communication Campaign”. This deliverable describes the activities and communications actions carried out for the development and implementation of the campaign with the support of the key actors like: newsletters and similar documents sent to companies, web contents, events and workshops.

The activities carried out in the framework of WP4, and T4.2 in particular, are 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”. 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 DEESME campaign does also aim at gathering feedback from key actors and companies to provide the DEESME Institutionalization process (WP5) with working documents based on real scale and key actors points of view. More details on this activity will be provided in D4.4.

Requirements and policy orientations expressed by national authorities and the support provided to them during the activities carried out in the framework of WP2, the energy audit and management tools tested during the WP3 and the relationships established during the previous WP/tasks all contribute to the communication campaign.

The overall aim of the present document “Overview of National Campaigns” is to provide a description of the activities carried out by SOGESCA and FIRE in Italy, Cleopa in Germany, ECQ and SEDA in Bulgaria and KAPE in Poland. To this end the document provides a description of the national campaigns addressing the following aspects:

- Objectives of the national campaign
- Plan of the national campaign: timing and activities
- Key partners involved
- Companies (and other stakeholders) involved
- Any other relevant information

Due to some delays experienced by PPs in the implementation of the campaign, mainly due to the Covid19 pandemic and subsequent organizational difficulties, the submission of this deliverable has been slightly postponed.





## 2. National campaign in Italy

### 2.1. Introduction

According to the project timeline, the work on WP4 communication campaign starts in M10 (June 2021). However, the DEESME communication campaign in Italy has been carried out since January 2021 by PPs SOGESCA and FIRE, in order to raise awareness about the project and its instruments and to encourage companies to carry out energy audits, implement energy management systems and invest in energy efficiency, also thanks to the increased knowledge about the multiple benefits associated with energy efficiency investments.

The communication campaign in Italy aims primarily at raising awareness amongst key actors and companies regarding the multiple benefits associated with energy efficiency and the tools developed in the framework of the DEESME project to test their attractiveness and encourage companies towards energy efficiency investments.

In Italy, specific objectives of the communication campaign include the involvement of at least 500 companies by the end of the project and at least 10 national trade associations and other key actors: 73 key actors were involved at the time of writing, some of them with hundreds of affiliated companies, hence reaching a wide number of companies. Moreover, articles and newsletters were published that reached a wider audience.

### 2.2. Activity type A (Events: Meeting/Workshop)

The activities carried out by SOGESCA and FIRE in the framework of T4.2 include events with key actors and companies, newsletters, one article in sector magazine and contacts with companies via phone calls and emails. For some events feedback was gathered through responses to a google forms questionnaire submitted to the participants.

#### 2.2.1. Activity A1 (Event with companies)

**Type of activity:** event organized with companies association

**36° Congresso di fonderia | sessioni tecniche Migliorare la competitività grazie ai benefici multipli dell'efficienza energetica (SOGESCA/FIRE)**

**Date:** 17 November 2022

**Place:** online

**Description:** The webinar was dedicated to various topics of interest for the foundries associated to ASSOFOFOND (foundries sector association) and the presentation by SOGESCA and FIRE focused on the opportunity to increase the companies' competitiveness thanks to energy efficiency investments.



SOGESCA and FIRE presented the multiple benefits concept and tools developed during the DEESME Project in order to stimulate the uptake of energy efficiency measures by participant companies.

**Proof:** as proof of the event is reported in the two figures below, the first one representing a screenshot of the presentation and the second one the event programme including the SOGESCA and FIRE intervention. Video registration of the event is available at the following link: <https://youtu.be/mwlurA4zD-4>



DEESME has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 892235.

## CONGRESSO TECNICO DI FONDERIA

**ASSOFOND**  
ASSOCIAZIONE ITALIANA FONDERIE

17 NOVEMBRE 2022

**Migliorare la competitività grazie ai  
benefici multipli dell'efficienza  
energetica**

Giovanni Franco e Roberto Galvanelli (SOGESCA SRL)

Dario Di Santo e Livio De Chicchis (FIRE)



Giovedì 17 novembre | 9.00 – 16.00

## FONDERIA 2022: AMBIENTE, SICUREZZA, ENERGIA

Coordinatori: Gualtiero Corelli (mattina) – Roberto Lanzani (pomeriggio)

### 09.00 Apertura Congresso

- Introduzione ai lavori: Presidente Assofond, Presidente AIM, Presidente CT Fonderia
- Premi di Studio Assofond
- Premi Ing. Carla Cominassi, Istituiti da GHIAL Spa

### 09.40 La cattura delle polveri aerodisperse e la riduzione degli odori nelle fonderie con il sistema brevettato Zehnder clean air solutions

Luigi Dotti (Zehnder Group Italia Srl) – [luigi.dotti@zehndergroup.com](mailto:luigi.dotti@zehndergroup.com)

### 10.00 Efficientamento energetico fonderie: quanto si può risparmiare ottimizzando i ventilatori?

Diego Perfettibile (Pbn Srl) – [diego.perfettibile@pbn.it](mailto:diego.perfettibile@pbn.it)

### 10.20 La gestione dei rifiuti della fonderia sotto controllo

Paolo Vannucchi (Teuron Srl) – [pvannucchi@teuron.it](mailto:pvannucchi@teuron.it)

### 10.40 Sistemi di controllo negli impianti di filtrazione fumi

Carmelo Alessi (Ital Control Meters S.r.l.) – [alessi@italcontrol.it](mailto:alessi@italcontrol.it)

### 11.00 Pausa

### 11.20 Riduzione delle emissioni nei processi di fonderia

Piero Venchi (Ask Chemicals Italia Srl) – [Piero.Venchi@ask-chemicals.com](mailto:Piero.Venchi@ask-chemicals.com)

### 11.40 Migliorare la competitività grazie ai benefici multipli dell'efficienza energetica

Giovanni Franco e Roberto Galvanelli (Sogesca S.r.l.) – [g.franco@sogesca.it](mailto:g.franco@sogesca.it)

Dario Di Santo e Livio De Chicchis – FIRE | Federazione Italiana per l'uso Razionale dell'Energia

### 2.2.2. Activity A2 (Event)

**Type of activity:** event organized with companies association

**“L’efficienza energetica: uno strumento per affrontare il caro energia nelle piccole e medie imprese”:** webinar organized with CNA, the Italian Confederation of Craft Trades and Small- and Medium-Sized Enterprises, members

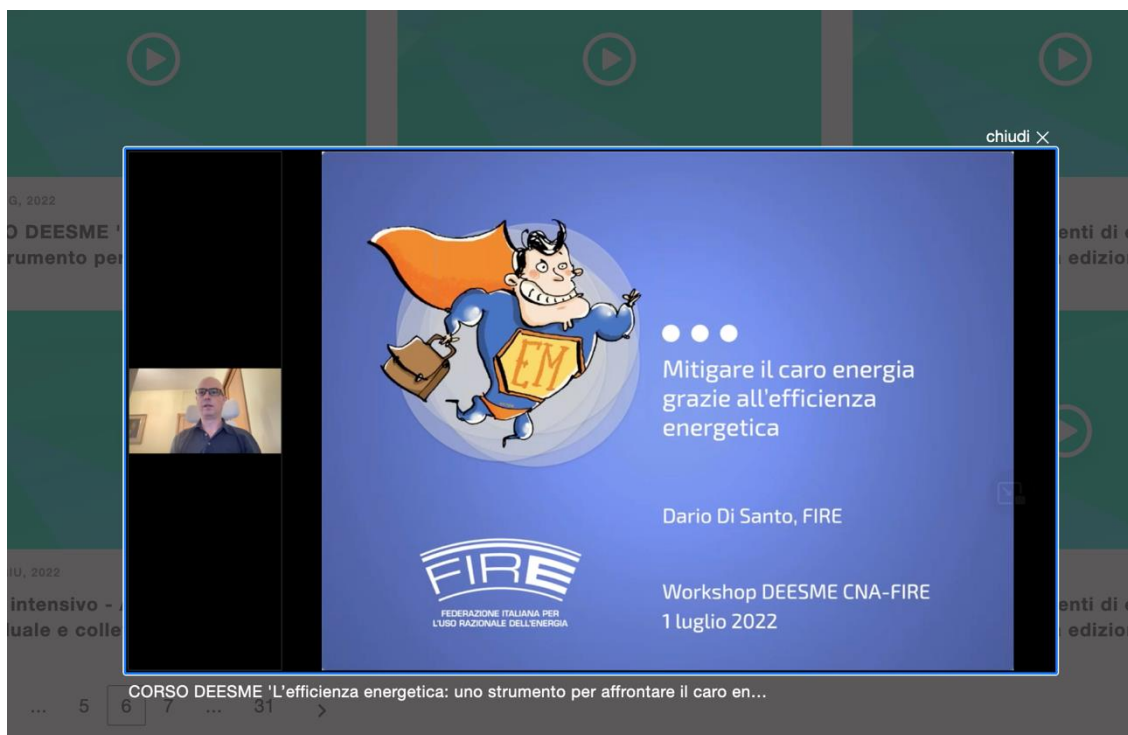
**Date:** 01 July 2022

**Place:** online

**Description:** FIRE and CNA have organized a free webinar, lasting about 90 minutes aimed at CNA member small and medium-sized enterprises in which ideas were shared to better face this phase of energy price increases thanks to initiatives and good practices of energy efficiency by presenting the DEESME methodology.

**Participants:** 30 participants. Artisans, business owners, professionals, the self-employed and small and micro businesses in the tourism, services and industrial sectors.

**Proof:** below a screenshot of the FIRE presentation for the event



**Link:** <https://fire-italia.org/atti-webinar-deesme-cna/> - 30 participants

**Feedback:** The satisfaction questionnaire was submitted to the participants via the GoTo Webinar platform. 15 participants responded by giving a more than positive opinion of the course.

### 2.2.3. Activity A3 (Event )

**Type of activity:** event organized with companies association

**I benefici multipli dell'efficienza energetica. Esperienza nazionale ed europea**

**Place:** webinar organized with AFI, the Italian Pharmaceutical Industry Association and its members

**Date:** 16 November 2022

**Description:** AFI is the Pharmaceutical Industry Association whose purpose is the promotion of cultural initiatives and practical / professional updating for its members. FIRE and SOGESCA organized a workshop to show the ideas for tackling this phase of rising energy prices in the best possible way thanks to energy efficiency initiatives and good practices.

**Participants:** Since the webinar was held on the AFI platform it was not possible to have the list of participants. 30 QP and QA specialist people attended.

**Proof:** A screenshot of the presentation given by FIRE is reported below and at the following link registration and proceedings are available: <https://newaurameeting.it/webinar-afi-diagnosi-energetica-obblighi-ed-opportunita/->



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**I benefici multipli dell'efficienza energetica.**

**Esperienza nazionale ed europea**

**Livio De Chicchis, FIRE  
Giovanni Franco, SOGESCA**

**AFI webinar, 16/11/2022**

#### 2.2.4. Activity A4 (Event )

**Type of activity:** event organized with companies association

**L'efficienza energetica: uno strumento per affrontare il caro energia nelle piccole e medie imprese. ANIMA Confindustria e FIRE presentano un webinar formativo dedicato imprese per fronteggiare il caro energia:** Webinar organized with ANIMA, the Italian mechanical engineering industry association, members

**Date:** 24 June 2022

**Place:** online

**Description:** The webinar was aimed at small and medium-sized enterprises, full of ideas for tackling this phase of rising energy prices in the best possible way thanks to energy efficiency initiatives and good practices.

**Participants:** 59 participants. Policy makers, EGE, stakeholders, and other interested parties from Italian public.

**Link:** <https://www.anima.it/agenda/eventi/1-efficienza-energetica-uno-strumento-per-affrontare-il-caro-energia-nelle-piccole-e-medie-imprese.kl>

**Feedback:** The satisfaction questionnaire was submitted to the participants via the GoTo Webinar platform. 15 participants responded by giving a more than positive opinion of the event.

**Proof:** a screenshot of the agenda is reported below



ANIMA e FIRE, a sostegno delle aziende della meccanica e **nell'ambito del progetto europeo DEESME**, organizzano un webinar formativo gratuito nel quale saranno condivisi utili spunti e strategie per **affrontare meglio questa fase di aumento dei prezzi dell'energia**, grazie a iniziative mirate e buone pratiche di efficientamento energetico.

AGENDA	
✓ ore 10:00	Introduzione e saluti
	Dario di Santo (FIRE), Alessandro Maggioni (ANIMA Confindustria)
✓ ore 10:10	Mitigare il caro energia grazie all'efficienza energetica
	Dario Di Santo – (FIRE)
✓ ore 10:25	Strumenti e opportunità per le PMI: diagnosi energetiche, sistemi di gestione dell'energia, finanziamenti
	Livio De Chicchis (FIRE)

### 2.2.5. Activity A5 (Event )

**Type of activity:** event organized with companies association

**Title of the activity:** Webinar organized with Confindustria Veneto Est, the Veneto Region industry association counting 5,000 associates. **"Aggiornamenti in materia di energia - Focus sul mercato dell'energia e del gas, approccio all'efficientamento energetico, misure previste dalla Legge di Bilancio 2023"**.

**Date:** 8 February 2023

**Place:** online

**Description:** The webinar aims at updating the associate companies on energy matters and SOGESCA is presenting the DEESME project to companies in order to explain the DEESME approach and tools and the multiple benefits associated with energy efficiency investments

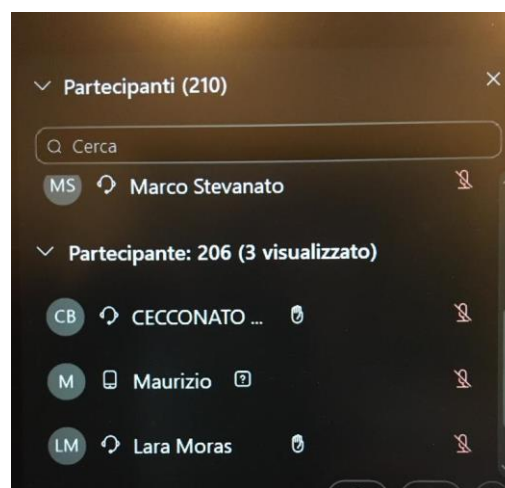
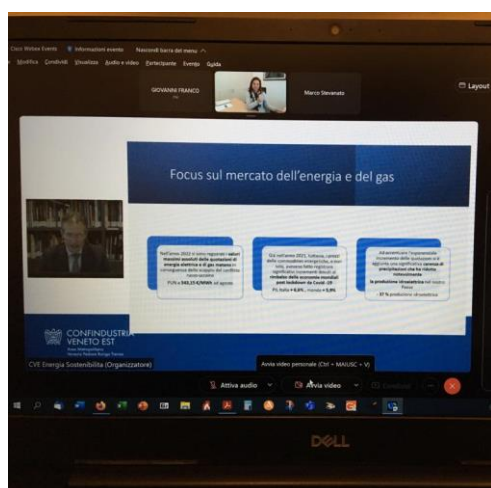
**Participants:** 210

**Feedback:** A feedback satisfaction questionnaire was submitted to the participants via a google forms questionnaire and was answered by 24% of the participants. Half of the respondents confirmed that the DEESME approach can be fundamental in the decision to take up energy efficiency investments and the other half that the DEESME approach can encourage energy efficiency investments, however without great expectations on its successful impact.





**Proof:** The pictures below represent a screenshot of the SOGESCA presentation and of the event and the number of participants



SOGESCA has also organized a webinar with the key actor UNIC, the tannery industry association, involving around 170 associated companies. The event, entitled **"Riduzione dei costi e altri benefici anche non energetici. Concetti e metodologie sviluppati dal progetto DEESME sui benefici multipli. I benefici multipli: come gestire in modo organico l'efficienza energetica e la sostenibilità a sostegno della transizione**, will be an online webinar planned for 8 March 2023. The webinar aims at presenting the DEESME project to companies in order to explain the multiple benefits approach and tools developed by the project for stimulating energy audit and energy efficiency investments. A feedback satisfaction questionnaire will be submitted to the participants.



### 2.3. Activity type B (Newsletter/Bulletin/Web content)

SOGESCA and FIRE published articles on sector association journals and newsletters.

#### 2.3.1. Activity B1 (Newsletter)

**Type of activity:** Article on Assofond Magazine “In Fonderia”

**Title of the activity:** **Migliorare la competitività grazie ai benefici multipli dell’efficienza energetica: indicazioni dal progetto DEESME**

**Date:** ASSOFOND foundry association’s newsletter “In Fonderia” n5/2022.

**Description:** article presenting the DEESME approach and the multiple benefits

**Participants:** the ASSOFOND magazine reaches all the associated companies and is available online

**Link:** <https://www.assofond.it/magazine-2022>





**Proof:** a screenshot of the article is reported below

**ASSOFOND**  
ASSOCIAZIONE ITALIANA FONDERIE

Home

Chi siamo

Il settore

Crisi russo-ucraina

Canali tematici



### 2.3.2. Activity B2 (Newsletter)

**Type of activity:** Article on Newsletter FIRE

**Title of the activity:** Newsletter to spread the news of the first edition of the basic training DEESME

**Date:** 02 May 2022

**Place:** online

**Description:** FIRE organized the basic training on line. This newsletter contained the invitation to participate in the course.

**Participants:** the FIRE mailing list is made up of over 7,000 recipients, belonging to the energy efficiency and renewable sources sector.

**Proof:** a screenshot of the newsletter is reported below



**Link:** <https://fire-italia.org/wp-content/uploads/2022/05/newsletter-2-maggio.pdf>

**Feedback:** 2,292 Opens, 659 Clicks

### 2.3.3. Activity B3 (Newsletter)

**Type of activity:** Article on Newsletter FIRE

**Title of the activity:** Article included in the FIRE Newsletter dedicated to the activities of the DEESME project and to the course scheduled for May 27, 2022

**Date:** 16 May 2022

**Place:** online

**Description:** FIRE has contextualized the basic training invitation by inserting the news of the course in a more complete and exhaustive article

**Participants:** the FIRE mailing list is made up of over 7,000 recipients, belonging to the energy efficiency and renewable sources sector.

**Proof:** a screenshot of the newsletter is reported below



## Caro Energia ed efficienza energetica: un corso per aiutare le PMI a sfruttare le opportunità



FIRE organizza, nell'ambito del progetto europeo DEESME, il corso on line [L'efficienza energetica: uno strumento per affrontare il caro energia nelle PMI](#). L'appuntamento è per il 27 maggio p.v. (dalle ore 10:00 alle ore 11:30) ed rivolto alle piccole e medie imprese che stanno affrontando delle difficoltà in questa fase storica dove la guerra in Ucraina e i rapporti geopolitici influenzano i costi dell'energia. Durante il webinar si condivideranno alcuni spunti, iniziative e buone pratiche di efficientamento energetico,

utili per affrontare al meglio il caro energia.

Il corso è gratuito, per partecipare è sufficiente compilare il [form](#)

Il progetto europeo [DEESME](#), di cui FIRE è partner, mira a supportare le PMI ad affrontare la transizione energetica e combattere il caro energia mediante buone pratiche nel settore dell'efficienza energetica. Finanziato da Horizon 2020 (2020-2023), promuove strumenti come le diagnosi energetiche e l'implementazione di sistemi di gestione dell'energia che, se ben fruttati, permettono alle aziende di raggiungere benefici multipli quali: costi operativi ridotti, maggiore produttività, ambiente di lavoro migliore e molto altro ancora.

DEESME è costituito da un consorzio strutturato di realtà accademiche, enti di ricerca, società

**Link:** <https://fire-italia.org/wp-content/uploads/2022/05/newsletter-16-maggio.pdf>

**Feedback:** 2,239 Opens, 654 Clicks

### 2.3.4. Activity B4 (Newsletter)

**Type of activity:** Article on Newsletter FIRE

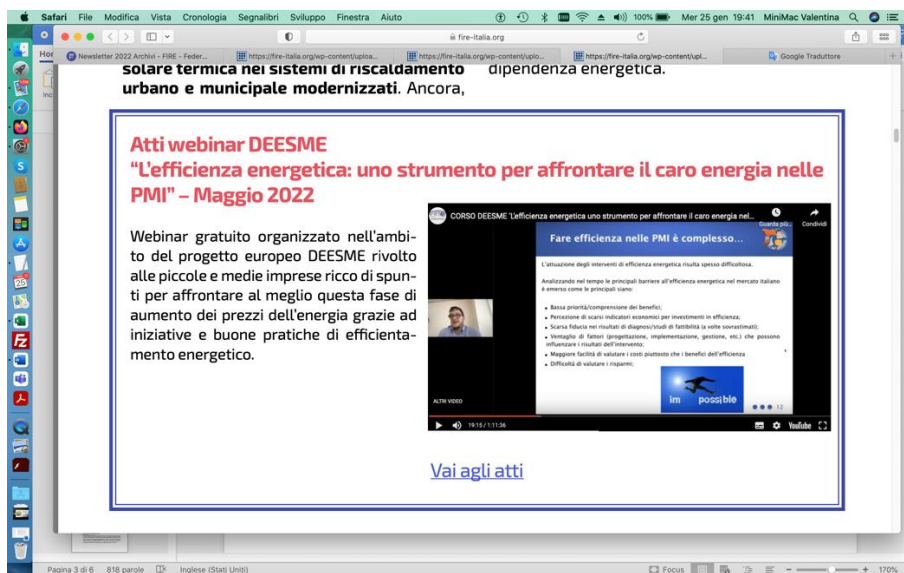
**Title of the activity:** Proceedings of the online basic training

**Date:** 03 June 2022

**Place:** online

**Description:** FIRE has published the proceedings of the first training on its website at the link: <https://fire-italia.org/atti-webinar-deesme-efficienza-pmi/> presentation and video recording of the webinar. The news of the publication of the documents has been published in the FIRE newsletter n°10/2022.

**Proof:** a screenshot of the newsletter is reported below



**Link:** <https://fire-italia.org/wp-content/uploads/2022/06/newsletter-03-giugno.pdf>

**Feedback:** 2,2451 Opens, 829 Clicks

### 2.3.5. Activity B5 (Newsletter)

**Type of activity:** Article on Newsletter FIRE

**Title of the activity:** Article included in the FIRE Newsletter dedicated to the activities of the DEESME project and to the course.

**Date:** 30 June 2022

**Place:** online

**Description:** A descriptive article of the activities that FIRE offers to SMEs was published on the FIRE Newsletter n° 12/2022 with a focus on the activities and results of the project.

**Participants:** the FIRE mailing list is made up of over 7,000 recipients, belonging to the energy efficiency and renewable sources sector.

**Proof:** a screenshot of the newsletter is reported below



e l'attuazione delle politiche in materia di efficienza energetica, fornendo proposte di linee guida e di raccomandazioni su come ottimizzare gli schemi nazionali per le PMI. Siamo ora partiti con l'erogazione dei corsi di formazione gratuiti dedicati all'approccio che i partner del progetto hanno messo a punto per realizzare diagnosi energetiche e SGF includendo l'analisi

disponibile al link <https://fire-italia.org/atti-webinar-deesme-efficienza-pmi/>

- **Advanced:** indirizzato a chi ha già sviluppato un interesse iniziale e possibilmente un'intenzione di implementare l'approccio a benefici multipli DEESME. L'obiettivo è di spiegare nel dettaglio le procedure e i requisiti per l'attuazione dell'approccio a benefici multipli DEESME.
- **In practice:** il terzo livello formativo è dedicato alle PMI che implementeranno l'approccio DEESME al loro interno e si svolgeranno su base individuale per ciascuna PMI.

La partecipazione ai progetti europei permette alla FIRE di confrontarsi con stakeholder ed esperienze di altri Paesi. Ciò consente di individuare più facilmente trend di mercato e buone pratiche, nonché di mettere in contatto le nostre imprese con esperti di altri Stati. Questi progetti, in sinergia con le azioni svolte a livello nazionale, ci consentono di rafforzare la nostra azione volta a diffondere l'efficienza energetica, l'uso delle rinnovabili e la sostenibilità ambientale supportando chi opera in questo settore.

**Link:** <https://fire-italia.org/wp-content/uploads/2022/07/newsletter-30-giugno-1.pdf>

**Feedback:** 2,239 Opens, 654 Click

### 2.3.6. Activity B6 (Newsletter)

**Type of activity:** Article on Newsletter FIRE

**Title of the activity:** Article included in the FIRE Newsletter dedicated to the second webinar of the WP 4 cycle that FIRE organized with SOGESCA for the Italian stakeholders.

**Date:** 15 October 2022

**Place:** online

**Description:** News about the invitation to the webinar scheduled for the 17 of October 2022 published on the Newsletter FIRE n° 16/2022

**Participants:** the FIRE mailing list is made up of over 7,000 recipients, belonging to the energy efficiency and renewable sources sector.

**Proof:** a screenshot of the newsletter is reported below





## I benefici multipli dell'efficienza energetica: secondo webinar DEESME

17 ottobre 9:30-11:30

[ISCRIVITI](#)

FIRE e SOGESCA, entrambi partner italiani del Progetto Europeo DEESME, promuovono il secondo webinar gratuito organizzato nell'ambito del Progetto.

L'incontro mira a far emergere le migliori leve per garantire una maggiore partecipazione delle imprese alle misure di efficienza energetica nel quadro degli schemi nazionali.

### Programma del webinar

- 09:30 Introduzione al webinar - Dario Di Santo, FIRE
- 09:40 Presentazione dei risultati delle indagini svolte con le autorità nazionali europee - Livio De Chicchis, FIRE
- 10:00 Stato dell'arte e linee evolutive dello schema delle diagnosi energetiche - Marcello Salvio, ENEA
- 10:30 Diagnosi e sistemi di Gestione dell'energia per le PMI secondo l'approccio dei benefici multipli - Giovanni Franco, SOGESCA
- 11:00 Discussione



**Link:** <https://fire-italia.org/wp-content/uploads/2022/10/newsletter-15-ottobre.pdf>

**Feedback:** 2,327 Opens, 673 Clicks

## 2.4. Communication campaign in Italy overall results

In Italy, planning of the communication campaign started very early when companies were engaged for the WP3 activities and the stakeholders involved in WP3 served as support for the communication campaign and as multiplier of the activities and campaign results. The campaign started with a series of direct contacts either via phone/email or online/in person meetings in January 2021 in order to: complete the campaign planning and initial implementation by key actors involvement, raise awareness on DEESME project and check interest, jointly organize events foreseen in T4.2 and provide preliminary information to companies. The campaign activities implementation and key actors/companies involvement was carried out through the organization and realization by SOGESCA and FIRE, together with the key actors, of events involving key actors like sector associations and companies. These events did also benefit of other events already scheduled by target key actors (not necessarily organized only to present DEESME activities and MB approach) where the DEESME approach was presented. For consultancy companies like SOGESCA the DEESME campaign is also a commercial activity that supports the company business. Most frequently used communication means were mails and phone contacts. However, SOGESCA did also published an article on a sector magazine and organized bilateral meetings/online calls and workshops with key actors and companies. The DEESME activities were also disseminated through the social network LinkedIn. FIRE regularly published articles in DEESME on the FIRE newsletter and participated to events presenting the DEESME project.



34 Trade companies' associations and 1 University have been involved in the campaign and more will be involved until the end of the project. Over 5,000 companies were addressed either directly or through sector association. Companies directly involved are those that have carried out the energy audit/EMS with the DEESME approach, those that have been trained (basic and advanced training) and the companies that participated to the activities organized in the framework of T4.2 and in the workshops organized in the framework of T4.3. A higher number of companies was "contacted" indirectly through receiving information on the DEESME approach thanks to the sector associations (for example 1,000 organizations receive the magazine "In Fonderia" where the article on the DEESME approach was published) and over 7,000 receive the FIRE newsletter. Overall the campaign in Italy is successful and the involved key actors and companies demonstrate interest in the DEESME project and developed tools recognizing the importance of the multiple benefits approach for energy efficiency investments.



## 3. National campaign in Bulgaria

### 3.1. Introduction

The main objective of the national campaign in Bulgaria is raising awareness and developing an understanding of the DEESME multiple benefits approach and the multiple energy and non-energy benefits among companies and key actors.

The planning of the national campaign in Bulgaria started in December 2021. There were initial meetings with key actors to involve them in the campaign and get their support for its effective implementation and promotion within their networks. In 2022 a number of emails and phone calls were exchanged with the key actors. There were also publications related to the DEESME campaign done by the key actors to help spread the word about the campaign activities

Key partners involved in the campaign in Bulgaria are ECQ and SEDA.

Around 2,000 stakeholders were contacted during the national campaign in Bulgaria, including micro, small, medium-sized and large companies from all sectors of the economy, media, energy and trade associations, consultancy agencies, Ministry of Energy, Ministry of the Environment and Water, Ministry of Labor and Social Policy, embassies, branch organizations, energy agencies and centres, academic circles, representatives from municipalities, experts, etc.

Thanks to the national campaign in Bulgaria the interest of business managers and energy managers about the advantages of the DEESME approach is increased. Many companies expressed their willingness to implement the DEESME approach in their institutions and take advantage of the multiple energy and non-energy benefits

### 3.2. Activity type A (Events: Meeting/Workshop)

As part of the national campaign in Bulgaria, ECQ and SEDA have organized workshops with companies, key actors and other stakeholders so as to gain wider publicity of undertaken project activities and encourage companies to invest in energy efficiency using the DEESME approach.

#### 3.2.1. Activity A1 (Workshop)

**Type of activity:** Workshop

**Title of the activity:** "Energy Efficiency and RES - Challenges of the Energy Transition and Energy Poverty".

**Date:** 29.11.2022

**Place:** Sofia, Hotel Hyatt Regency (in a hybrid format)

**Description:** the DEESME workshop was carried out within the framework of the XVI Annual National Conference of the Association of Bulgarian Energy Agencies (29-30.11.2022) on the topic:





**"Energy Efficiency and RES - Challenges of the Energy Transition and Energy Poverty".** The DEESME workshop took place during one of the event's parallel sessions on 29.11.2022.

**Participants:** the event was participated by representatives of ministries, state institutions, embassies, Ministry of Energy, Ministry of the Environment and Water, Ministry of Labor and Social Policy, industry organizations, energy agencies and centers, academic circles, municipalities, experts and companies from all sectors of the economy. Invitations for the DEESME workshop were sent to 1,089 organizations via email. During the event there were over 100 participants, including the main and parallel sessions (physical presence) + 18-37 (online). In the parallel session where DEESME workshop took place there were 24 attendees + 18 online participants.

**Link:** MS Teams:

<https://ieecp.sharepoint.com/:f:/r/sites/DEESMEH2020/Shared%20Documents/WP4%20Implementing%20the%20campaign/T4.2%20Development%20and%20implementation%20of%20the%20campaign/National%20event%20in%20BG?csf=1&web=1&e=RvjIWa>

**Feedback:** no feedback questionnaires were distributed during the workshop. Within the discussion panels participants expressed high interest in the DEESME approach and were willing to join the initiative.

**Results:** the event provided useful insights related to energy efficiency and renewable energy sources for all industrial and non-industrial users, including:

- Financial instruments for energy efficiency in enterprises
- Solutions for decarbonization and low-emission urban development
- Legislative aspects for the development of energy communities in Bulgaria and good practices in the EU
- Solutions to overcome energy poverty.

### 3.3. Activity type B (Newsletter/Bulletin/Web content)

As part of the national campaign in Bulgaria and with the support of the key actors there were bulletins sent via email and on social media so as to attract companies and other stakeholders to take advantage of the DEESME approach.

#### 3.3.1. Activity B1 (Bulletin)

**Type of activity:** Bulletin

**Date:** February-November 2022

**Description:** Bulletin sent via email and published on social media (Facebook and LinkedIn). In the bulletin there was information about the upcoming DEESME campaign.

**Participants:** The bulletin was sent to 60 individuals and 50 companies, including representatives of ministries, state institutions, embassies, industry organizations, energy agencies and centers, academic circles, municipalities, experts and companies from all sectors of the economy. In Facebook and LinkedIn, the publications reached out to over 600 users.

**Proof:** eLinks to the publications: [Бюлетин Клуб 9000 02.2022 фин.pdf](#)

**Link:**



- [https://www.facebook.com/permalink.php?story\\_fbid=7508167739223917&id=187780897929341](https://www.facebook.com/permalink.php?story_fbid=7508167739223917&id=187780897929341)
- [https://www.facebook.com/permalink.php?story\\_fbid=7463358167038208&id=187780897929341](https://www.facebook.com/permalink.php?story_fbid=7463358167038208&id=187780897929341)
- [https://www.linkedin.com/feed/update/urn:li:activity:6906628202740219904?utm\\_source=linkedin\\_share&utm\\_medium=member\\_desktop\\_web](https://www.linkedin.com/feed/update/urn:li:activity:6906628202740219904?utm_source=linkedin_share&utm_medium=member_desktop_web)
- [https://www.facebook.com/permalink.php?story\\_fbid=pfbid0GyQL3NVTdqc4jNdbKMYG4B1g46xC8v9ZzGxhJE3yS8kicRUevwWyqf9c8NezE4w6l&id=100013957327402](https://www.facebook.com/permalink.php?story_fbid=pfbid0GyQL3NVTdqc4jNdbKMYG4B1g46xC8v9ZzGxhJE3yS8kicRUevwWyqf9c8NezE4w6l&id=100013957327402)

**Results:** Thanks to the active dissemination of the national campaign in Bulgaria, the DEESME approach got wide publicity among the target audience and raised companies' interest in taking actions for investing in low-carbon technologies and improving materials/resources efficiency. DEESME approach is now widely recognizable in Bulgaria.

### 3.4. Communication campaign in Bulgaria overall results

The national campaign in Bulgaria started in December 2021 and is still ongoing. Along with the formal events and activities organized during the communication campaign, SEDA and ECQ have undertaken many informal meetings and gatherings with key actors and company representatives for the sake of the DEESME implementation processes. Up to now the overall results of the campaign show wide interest of Bulgarian companies in taking profit of the DEESME multiple benefits and energy management approach.



## 4. National campaign in Poland

### 4.1. Introduction

The objectives of the national campaign in Poland are to promote the activities of the DEESME project and to involve key actors in these activities. An important aspect was to promote these activities among companies, which thanks to the campaign could learn about the DEESME project and about the possibility of participating to the project activities. As part of the campaign, meetings and workshops with key actors and companies were held. Some key actors placed the DEESME newsletters prepared by KAPE on their websites.

The entire national campaign has been ongoing in Poland since the beginning of the DEESME project and will be continued in the future even after project conclusion.

At time of writing, 14 key actors have been involved, including companies associations, local authorities and energy consulting firms. The meetings with companies were attended by representatives of 57 companies from various sectors of the economy, e.g. production, transport, finance and health. Additionally, e-mails with information about DEESME were sent to 557 companies.

### 4.2. Activity type A (Events: Meeting/Workshop)

#### 4.2.1. Activity A1 (Meeting)

**Type of activity:** meeting

**Title of activity:** Technical Support for the Promotion of Energy Audits and Energy Efficiency Investments in Small and Medium-Sized Enterprises in Poland

**Date:** 17.12.2020

**Place:** online

**Description:** The meeting with key actors was confidential and no materials are available to third parties. The meeting concerned support for small and medium-sized enterprises in the field of energy audits and energy efficiency. It presented the initial outline of DEESME and how the project relates to SME support.

**Participants:** The meeting was attended by 11 people, including 2 key actors.

**Proof:** Due to the confidential nature of this meeting, no photos or print screens can be posted.

**Feedback:** The project was recognized as a good opportunity for activities leading to increased energy efficiency in SMEs.

**Results:** Key actors confirmed their willingness to help in the project's activities and proposed several ways to communicate with small and medium-sized enterprises. The meeting emphasized the importance of supporting SMEs in their pursuit of energy efficiency.



#### 4.2.2. Activity A2 (Meeting)

**Type of activity:** meeting

**Title of activity:** Forum Termomodernizacja 2021 (eng. XX Thermo-modernization Forum 2021)

**Date:** 06.10.2021

**Place:** Warsaw

**Description:** The Thermo-modernization Forum is an event organized every year by the Association of Energy Auditors (key actors). The main topic of the event was "Thermo-modernization of Buildings Strategy". The DEESME project was presented at the third plenary session with its multi-benefit approach.

**Participants:** The event was attended by 140 people, including 8 key actors. Among the participants of the meeting were energy auditors and people working with politics, science and various sectors of the economy.

**Proof:** a picture of the event is reported below



*Source: <https://zae.org.pl/forum-termomodernizacja-2021/>*

**Link:** <https://zae.org.pl/forum-termomodernizacja-2021/>

Program XX Forum Termomodernizacja 2021 ([zae.org.pl](https://zae.org.pl)) – agenda of the meeting

**Results:** Familiarizing participants with the assumptions of the project and its activities. The result of presenting the project at the event was the interest of key actors in participating in some activities and promoting it among enterprises by interested key actors



#### 4.2.3. Activity A3 (Meeting)

Meetings with companies were aimed at drawing the attention of mainly small and medium-sized enterprises to the importance of energy efficiency. During the meetings, the assumptions of the project and the possibilities of participating in it were presented.

**Type of event:** meeting

**Title of event:** How to reduce energy consumption in your company? European Sustainable Energy Week 2021 in Kujawsko-Pomorskie

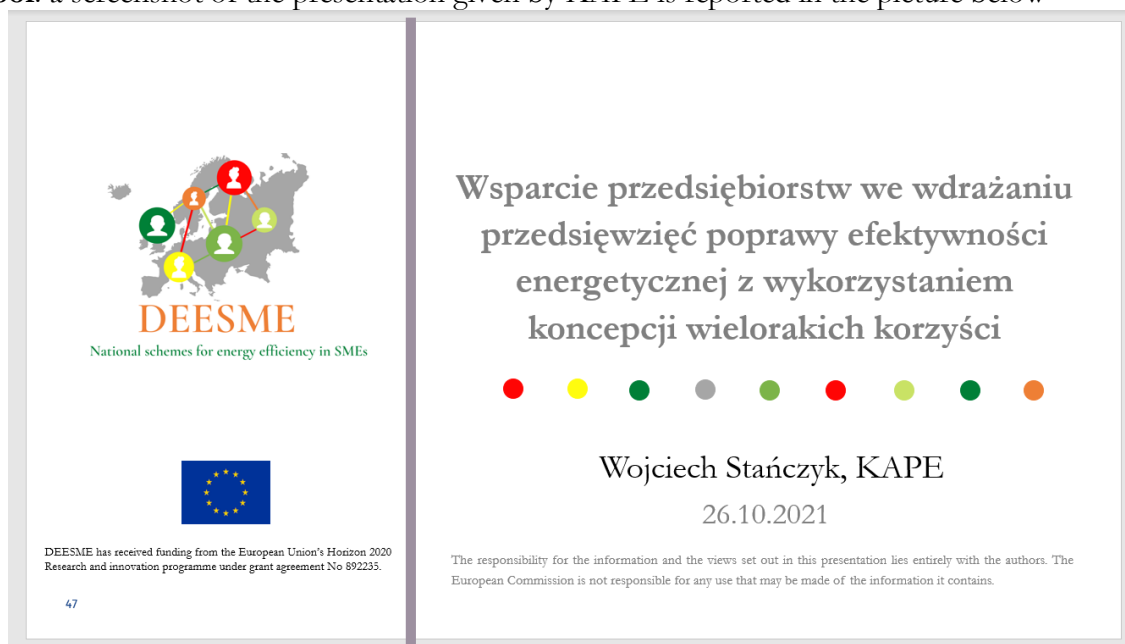
**Date:** 26.10.2021

**Place:** online

**Description:** The meeting in the form of a webinar was addressed to entrepreneurs from the SME sector. The main issues were aspects of reducing energy consumption and tools to improve energy efficiency. The meeting was held as part of the EU Sustainable Energy Week (EUSEW).

**Participants:** The webinar was attended by representatives of 14 companies representing various sectors of activity.

**Proof:** a screenshot of the presentation given by KAPE is reported in the picture below



**Link:** <https://iotnorthpoland.com/event/europejski-tydzien-zrownowazonej-energii-2021-w-kujawsko-pomorskiem-webinarium-26-10-2021-r/> - description of the meeting  
<https://een.tarr.org.pl/wp-content/uploads/2021/05/program-Europ.-Tydzien-Zrownowazonej-Energii-2021-2.pdf> - agenda of the meeting

**Results:** Presentation of the project as part of an important event. It presents not only the goals of the project, but also the challenges and barriers that the project is trying to overcome and the multi-benefit approach. The companies were invited to read the information on the website and to contact us.



#### 4.2.4. Activity A4 (Event)

**Type of activity:** event

**Title of activity:** Efektywnosc Energetyczna na Pierwszym Miejsu – Energy Efficiency First (EE1) – event was a part of the Round Baltic project

**Date:** 25.05.2022

**Place:** Warsaw

**Description:** The main topic of the event with companies was the financing of energy efficiency in Poland. Several sub-themes included support for energy efficiency improvement in enterprises, with a focus on SMEs. Ways to support SMEs were also discussed.

**Participants:** The event was attended by about 90 people from the financial, public, local government and expert sectors, including representatives of 11 companies.

**Proof:** a screenshot of the presentation given by KAPE is reported in the picture below



**Link:** <https://sape.org.pl/roundbaltic-drugi-okragly-stol/>

**Feedback:**

- Companies need education in the field of energy efficiency and contact with experts in this field.
- All mechanisms should be adapted to SMEs so that they can understand them.
- The financial mechanisms available to SMEs should be standardized and durable.
- The procedures related to obtaining subsidies should be as simple as possible so that as many companies as possible can benefit from them.

**Results:** The result of the plenary session during which DEESME was presented was a discussion on the adaptation of the energy efficiency market to the needs and scale of SMEs and the needs of SMEs in the field of support mechanisms, mainly financial.





#### 4.2.5. Activity A5 (Event)

**Type of activity:** event

**Title of activity:** IV RADOMSZCZANSKIE FORUM PRZEDSIĘBIORCZOŚCI „DOKĄD ZMIERZA GOSPODARKA?”

**Date:** 28.09.2022

**Place:** Radomsko

**Description:** The theme of the event with companies was generally issues related to the future of the economy. One of the issues was practical solutions for companies to help them get out of the crisis, where we indicated the pursuit of energy efficiency and its multiple benefits as one of the solutions.

**Participants:** The event was attended by over 30 participants, including representatives of 12 companies.

**Proof:** a screenshot of the presentation given by KAPE is reported in the picture below



**Link:** <https://riph.radomsko.pl/iv-radomszczanskic-forum-przedsiębiorczosci-dokad-zmierza-gospodarka/>

[https://riph.radomsko.pl/wp-content/uploads/2022/10/Agenda\\_2022v7\\_popr.pdf](https://riph.radomsko.pl/wp-content/uploads/2022/10/Agenda_2022v7_popr.pdf) - agenda

**Results:** The presentation of the project at the forum of entrepreneurs contributed to drawing attention to the opportunities offered by the project to companies. It introduced the DEESME knowledge base and encouraged contact for further cooperation. Several companies have expressed their interest in activities.

#### 4.3. Activity type B (Newsletter/Bulletin/Web content)



### 4.3.1. Activity B1 (Newsletter)

**Type of activity:** newsletter

**Date:** September 2022

**Place:** online

**Description:** A newsletter informing about DEESME's goals and approach was sent to key actors. It presents the main assumptions of the project and its target group. Readers were informed about the organized trainings and workshops and were encouraged to contact them in order to take part in the project.

**Participants:** The newsletter was put on the website pages of 3 key actors.

**Proof:** a screenshot of a newsletter page is reported in the figure below



**Link:**

Lubelska Fundacja Rozwoju: Facebook

(<https://www.facebook.com/LubelskaFundacjaRozwoju/photos/a.1795252077375907/3434196093481489/>) and LinkedIn (<https://www.linkedin.com/feed/update/urn:li:activity:6976520127659823104>)

Stowarzyszenie “Promocja Przedsiębiorczości” (Enterprise Europe Network (OPOLE)): Facebook (<https://www.facebook.com/SPP.Opole>) and key actor website (<https://www.een.opole.pl/>)

Government website (<https://www.gov.pl/web/audytywmisp/europejski-projekt-deesme>)

**Results:** Due to the large number of companies that have contact with associations on whose websites the newsletter was published, the project could be noticed by a large number of companies.





Additionally, as part of the communication campaign in Poland, e-mails have been sent to 557 companies from Opolskie Voivodeship, mainly metal, furniture, transport, food and construction industries. This activity was performed by the Association "Promocja Przedsiębiorczości" from Opole in connection with their cooperation.

#### 4.4. Communication campaign in Poland overall results

The campaign's activities carried out in Poland until the time of writing have allowed the DEESME project to be disseminated to a wider audience. The multi-benefit approach and the challenges of implementing audit results among SMEs were also addressed in the campaign. Meetings conducted as part of the campaign were combined with other significant and very diverse events, which allowed to gain a wider group of recipients. The key aspect of the campaign was the involvement of key actors. Thanks to their close cooperation with companies, the key actors were able to convince companies to participate to the meetings.

E-mails were sent and information about the activities carried out within the project was posted on the key actors' websites which allowed to gain the trust of companies, that learned about the project from trusted associations. This campaign contributed to achieving significant reach and caused key actors to start supporting KAPE activities and working directly with KAPE to help companies.

Despite the good results, the campaign had several weaknesses, including the lack of interest of SMEs in the meetings, which caused delays in their implementation. In addition, some SME representatives often did not want to continue to participate in DEESME activities and were not interested in receiving any information about it e.g. newsletters. The participants of the meetings often asked quite few questions and did not give much feedback, which hindered the discussion, which, if they were more active, could bring more benefits.



## 5. National campaign in Germany

### 5.1. Introduction

Main objective of the national campaign in Germany is to promote the activities of the DEESME project among companies and relevant stakeholders, by raising awareness of the multiple benefits approach and the implementation of energy management systems. Thanks to the campaign professionals could learn about how energy efficiency measures can benefit their businesses and take them to the next level.

The planning of the national campaign in Germany started early in 2021 and it is still ongoing at the time of writing. To date it has stood out for its participation in events of international interest, attended by experts from all over the world. Newsletters have been sent to companies and an article was published in the Chamber of Commerce magazine. Additionally, Cleopa GmbH has been very active in the LinkedIn channel specifically created for the German audience, which currently has more than 600 followers.

Key actors involved are experts from energy and resource efficiency, participants in the Cleopa Energy saving network.

The National Campaign in Germany has increased the interest of energy companies and energy experts about taking profit of the multiple benefits and energy management approaches. It has raised the awareness of reducing operating costs and increasing productivity by fostering energy efficiency measures at all levels.

### 5.2. Activity type A (Events: Meeting/Workshop)

#### 5.2.1. Activity A1 (Event)

**Type of event:** event

**Title of event:** EU Green Week 2021

**Date:** May 31 -June 4 2022

**Place:** Hybrid

**Description:** 6 partner event for the EU Green Week 2021. The EU Green Week 2021 was presented as a set of six different partner events in which Cleopa showcased its commitment to zero pollution and energy efficiency. Cleopa has been able to participate and contribute to these international events for several years in a row, in which experts discuss and exchange experiences and ideas on how to create a cleaner and more sustainable world. The national EU funded research project DEESME deserved special mention and was presented during some of these partner events with the aim to promote energy efficiency, reduce social and environmental impacts, develop new sustainable business models and influence policy.



**Participants:** 140 attendees

**Proof:** the picture below represents the Cleopa certificate of participation to the EU Green Week 2021



**Link:** <https://ec.europa.eu/environment/archives/greenweek2021/partner-events/be-zeeco-good-practice-sme-become-zero-emission-company/>

**Feedback:** Cleopa received several invitations to new project proposals.

**Results:** The 2021 edition was a big success, Cleopa discussed and shared experiences and insights on how to develop more sustainable solutions and reducing negative impacts on earth and human wellbeing.

### 5.2.2. Activity A2 (Event)

**Type of event:** event

**Title of event:** SME Week 2021: Be a ZEECO – good practice for SME to become a Zero Emission Company

**Date:** May 2022

**Place:** Online

**Description:** DEESME and its solutions were showcased during a partner event organized at the SME Week 2021: Be a ZEECO – good practice for SME to become a Zero Emission Company. Cleopa and its energy efficiency expert team presented the DEESME project, its services, and solutions. The ZEECO virtual conference focused on best practices on the zero-emission concept, addressing consumers and companies, with special mention to the SMEs sector, as a key enabler for the next zero-emission wave process.

**Participants:** Around 10-20

**Feedback:** sharing of project solutions which will drive companies and SMEs to achieve a larger amount of energy savings, a better energy performance and lead them to net-zero.



**Results:** Contributions from national and EU-funded research projects lead to the conclusions that behavioral changes and new measures need to be adapted faster into business models and political decisions fastening the decarbonization process of companies.

### 5.2.3. Activity A3 (Event)

**Type of event:** living lab

**Title of event:** Cleopa Living Lab on Global Recycling Day

**Date:** March 2022

**Place:** Brandenburg (Germany) - hybrid

**Description:** Cleopa Living Lab on Global Recycling Day. Every year the Global Recycling Day offers opportunities to share ideas and business concepts with other experts. In 2022 Cleopa organized a Living Lab format event to develop high impact for the world in a personal and interactive session. The Cleopa experts guided the participants through this Living Lab. The DEESME H2020 project contributed to the “multiple benefits” approach for SME to have impact on energy, environment, and business cases.

**Participants:** 39 people attended the Living Lab. The number was beyond expectations.

**Proof:** the picture below are taken from the living lab activities



**Feedback:** sharing of many impact ideas and networking.

**Results:** Startup ideas were generated and different partners had the chance to meet. The Cleopa living lab was a great success. It was definitely an impact event. For every participant a new tree was planted, so this doubled the impact.

### 5.2.4. Activity A4 (Event)

**Type of event:** meeting

**Title of event:** “Ways to a climate-friendly transformation of the Brandenburg economy”

**Place:** Brandenburg (Germany)

**Date:** May 2022

**Description:** Energy Day 2022. On May the traditional annual meeting of Brandenburg’s energy sector took place under the topic “Ways to a climate-friendly transformation of the Brandenburg economy”. The energy experts from Cleopa joined this event and had the opportunity to network and show off some of Cleopa projects, including DEESME.

**Participants:** around 300



**Proof:** the picture below represents the rollup of the DEESME project for the meeting



**Results:** additional members in Cleopa energy network and DEESME LinkedIn

#### 5.2.5. Activity A5 (Event)

**Type of event:** workshop

**Title of event:** EU Green Week 2022 partner event: best cases – my place has a green impact.

**The story of pilot cases**

**Place:** Hybrid – Brussels and online **Date:** 30 May – 5 June

**Description:** EU Green Week 2022 partner event: best cases – my place has a green impact. The story of pilot cases (1<sup>st</sup> June 2022). The workshop showed the impact of pilot cases and the smart solutions developed in some of Cleopa past and current research projects, including DEESME. The aim of the event was to broaden involvement and receive contributions from different sectors around EU.

**Participants:** Total of 71 participants from Australia, Greece, Italy, Spain, Germany, Czech Republic, United Kingdom, and Sweden, among others. 24 cases/projects were presented and discussed.

Policy makers, leading environmentalists, stakeholders, and other interested parties from across Europe and the globe were present.

**Proof:** the picture below represents the Cleopa certificate of participation to the EU Green Week 2022



**Feedback:** The event participants discussed how to share the impacts more interpersonal and agreed on the creation of a Platform of Impact (POI) which will also have a layer for the suppliers, installers, and impact counters. The event was so fruitful and successful that partners decide to meet again in 2023 for the next EU Green Week Partner event.

**Results:** Discussions focused on three topics: scalability of impact, cost per impact unit which led to the new topic of impact comparison and how to find the fastest way to make Europe carbon neutral. The numbers of the unofficial shared impact pilots likely passed the 100 thresholds.

The event was a great success and Cleopa achieved better results than expected. Very interesting questions were raised by the SMEs and the discussions flowed naturally.

### 5.3. Activity type B (Newsletter/Bulletin/Web content)

#### 5.3.1. Activity B1 (Newsletter)

**Type of event:** newsletter

**Date:** Q1 2021

**Place:** Germany

**Description:** Cleopa sends a regular newsletter to participants in the Cleopa Energy network with updated information related to energy efficiency topics and project presentations, progress, or news. The newsletter included information of added value for SMEs and presented the project DEESME, promoting its presence via social media and offering direct support.

**Participants:** a selected recipient list was provided

**Proof:** the figure below represents a page of the newsletter





02/2021

## AKTUELLES VOM CLEOPA ENERGIENETZ und den Energieberatern

**Energiewende für Unternehmen – kostengünstig und erfolgreich!**  
Deutlich mehr als 20.000 Unternehmen und viele Berater sind bereits Teil des Cleopa Energienetzes und wir freuen uns, Sie wieder über aktuelle Fördermöglichkeiten und Einsparideen zu informieren. Ab diesem Newsletter werden wir viele Infos auch über QR-Codes vernetzen.

### 1. Förderung E-Mobilitätskonzept mit 80% Zuschuss: Terminalsache bis 17. Mai 2021:

Sie überlegen in Ihrem Unternehmen, welche Vorteile E-Mobilität hat, welche Kosten oder welche Prozessänderungen notwendig sind? Welche Kennzahlen sind notwendig, damit Mobilität ein Erfolgsfaktor bei Ihnen wird? Dann ist die Förderung vom Bundesverkehrsministerium (BMVI) von 80% Zuschuss genau das Richtige! Der Eigenanteil wird, je nach Unternehmensgröße 2.000 – 3.000 € betragen. Mit einer guten Beratung sparen Sie das bereits in wenigen Monaten ein. Wichtig ist, dass alle Unterlagen für die Förderung rechtzeitig bereitliegen! Wir zeigen Ihnen die Erfolgsbeispiele. Rechnen Sie damit, dass Sie bis spätestens 10. Mai 2021 alle Unterlagen vorliegen haben müssen, um den Förderantrag zu stellen.



**Kennziffer 01 – Förderung Mobilitätskonzept 2021 bis 17. Mai beantragen**

### 2. Mehrwerte für KMU – Cleopa präsentiert das europäische Projekt DEESME

Alle Unternehmen müssen sich mit Energiekosten und der Prozesseffizienz befassen. Die Cleopa entwickelt zusammen mit europäischen Partnern im Projekt DEESME neuartige Konzepte, damit Unternehmen effizienter sind, die Umwelt entlasten und gleichzeitig bessere Kennzahlen bekommen. Die Infos sind auch über den LinkedIn Kanal „DEESME in DE“ abrufbar. Die Energie-Experten der Cleopa zeigen den Ablauf und die Vorteile und – ganz wichtig – können Sie direkt unterstützen.

**Kennziffer 02 – DEESME 2021 - Mehrwerte**

### 03 Fördermittel für Unternehmen in 2021:

Es gibt bundesweit über 2.000 Förderprogramme für Zuschüsse für Unternehmen, also Geld, welches Sie in Ihrem Unternehmen nutzen können. Das sind Zuschüsse für Personal und Qualifikation, Investitionen in Gebäude, Maschinen, IT und Fahrzeuge aber auch für Innovationen und Entwicklung neuer Produkte und Dienstleistungen. Die Experten der Cleopa unterstützen Sie in einem Quickcheck (ohne Hausbesuch), ob es sinnvolle Optionen für Sie gibt.

**Kennziffer 03 – Fördermittel für Unternehmen in 2021**

### 4. Elektrofahrzeuge Förderung der Ladeinfrastruktur:

Eine wesentliche Voraussetzung für die Verbreitung der Elektromobilität in Deutschland sind ausreichende und benutzfreundliche Ladestationen. Viele Menschen werden sich nur dann ein Elektrofahrzeug anschaffen, wenn sie den Strom in einem akzeptablen Zeitraum und in räumlicher Nähe tanken können. Im letzten Jahr haben wir Anträge für mehrere Mio € Zuschuss im Cleopa Energienetz unterstützt – Wir geben Ihnen wichtige Ablaufinfos und was neu ist in 2021.

**Kennziffer 04 – Förderung Ladeinfrastruktur Terminalsache Juni 2021**

**Rückantwort Fax-Nr. 03302 / 8982 8389**

Mit dem Abdruck bestätigen Sie, dass wir Sie per Fax, Telefon oder Email für Zwecke des Cleopa Energienetzes maximal 6 mal jährlich kontaktieren dürfen. Ansonsten erfolgt maximal 4 mal jährlich eine postalische Information.

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Herausgeber: (c) Cleopa GmbH, Geschäftsführer: Detlef Olschewski, Neuendorfstr. 18B, 16761 Hennigsdorf Tel 03302 2069 295  
Fax 03302 2069 299, HRB 92119 NRP, AG Neureuppin [energie@cleopa.de](mailto:energie@cleopa.de), [www.cleopa.de](http://www.cleopa.de)  
Wünschen Sie in Zukunft keine weiteren Ausgaben des Newsletter, einfach hier O ankreuzen und an 03302 8982 8389 faxen

**Feedback:** increased participation in LinkedIn

**Results:** increased participation in LinkedIn

### 5.3.2. Activity B2 (Article)

**Type of activity:** article

**Date:** November 2022

**Place:** FORUM Magazine from the local Brandenburg's Chamber of Commerce

**Description:** The article featured Detlef Olschewski, CEO from Cleopa, who discussed the relevance of European and national research projects in matters of energy efficiency for the region, specifically he mentioned DEESME and two other projects. The article includes an overview on the multiple benefits approach of the DEESME and breaks down the potential impacts of its implementation in terms of staff, innovation developments, market position, etc.

**Participants:** FORUM positions itself as a member magazine four about 150.000 companies in the state and it has a circulation of 46.000 copies of printed magazines.

**Proof:** the picture below represents part of the article published in the FORUM Magazine



#### INNOVATIONEN

### Innovationen und Forschung - KMU aus Brandenburg als europäische Experten aktiv

Das Expertenwissen aus Brandenburg in Sachen Energie- und Ressourceneffizienz ist begehrt. Die Cleopa GmbH als Vetter beteiligt sich aktiv an europäischen und nationalen Forschungsprojekten. Gleich in mehreren Projekten von Horizon Europe, dem Forschungsprogramm der EU, ist die Firma integriert.



Das Projekt DEESME <www.deesme.eu>, greift einen innovativen Ansatz für KMU auf. Kleine und mittlere Unternehmen erhalten zusätzlich zu Energiespar-Empfehlungen auch nicht-energetische Vorteile, sogenannte Multi-Benefits. Die 9 Partner aus sechs Ländern bündeln dazu die Kompetenzen und schaffen ein skalierbares Modell für viele Unternehmen. Dabei werden nicht nur Energiekosten betrachtet, sondern mit dem Expertenwissen auf Wunsch auch Digitalisierungsprozesse evaluiert und die Ertragsstruktur verbessert. Diese Phase ist derzeit fast abgeschlossen.

Mit den Ergebnissen aus den verschiedenen europäischen Partnerländern werden dann auch Empfehlungen an die Politik weitergereicht: welche Parameter haben die höchste Wirksamkeit in den Unternehmen? Wie können in den Unternehmen die Erlöse gesteigert und Energiekosten gesenkt werden?

„Das DEESME Projekt sichert uns Zugang zu Expertise von Partnern und gleichzeitig schaffen wir neue Geschäftsmodelle für die Cleopa GmbH. Mit den Empfehlungen an die nationalen Verbände und Organisationen wird der Multiple Vorteil Ansatz weit über die Projektlaufzeit von DEESME für Verbesserungen wirken. Das hilft uns bei der Personalsuche, denn forschende Unternehmen sind attraktiv. Die Cleopa ist durch die Innovationskompetenz ein fast 25 Jahre altes Startup“ so der Geschäftsführer Detlef Olschewski. Die Teilnahme an Forschungsprojekten deckt einen Teil der Personalkosten und beschleunigt die Entwicklung von Innovationen. Damit kann das Unternehmen sich seit fast 25 Jahren besser am Markt positionieren. Brandenburg ist daher ein Land mit „SMARTen“ Menschen, Cleopa GmbH, Detlef Olschewski, Alterstr. 83a, 16127 Vellnau, Tel. + 49 3304 5659 744



Detlef Olschewski, Geschäftsführer Cleopa GmbH

die in SMARTen Gebäuden und mit SMARTer Energie Vieles besser machen“, wie es ein Projektpartner bewundernd beschreibt.

Bei intelligenten Gebäuden kommt es gerade auf die Nutzer und deren Akzeptanz an. Das vom BMBF geförderte Projekt KIASH <www.kiash.de> erforscht eine Box zur Anomalieerkennung in Smart Homes, und zwar mit dem Fokus auf Datenschutz. Es wird wichtige Impulse für den Einsatz und die Anwendung künstlicher Intelligenz zur Optimierung und zum Schutz von Gebäuden und den Bewohnern geben. Dazu wird eine KI-basierte Lösung entwickelt, die es Integratoren, Installateuren, Elektrikern und Handwerkern ermöglicht, ihren Kunden eine sichere Verbesserung der Wohnung anzubieten und neue digitalisierte Dienst als Smart Services zu etablieren.

Eine weitere Innovation, auch made in Brandenburg: Smart2, gesprochen Smart Square. Hier werden Geschäftsmodelle und Geräte in Gebäuden erforscht, welche den zukünftigen Smart Readiness Indicator (SRI) für Gebäude integrieren. Der Vorteil sind Gebäude, welche besser auf Hitze und Kälte, auf die



Speicherung erneuerbarer Energien oder auch die flexible Stromabnahme reagieren. Mit einem guten SRI Konzept ist z.B. der Gasspeicher nicht versteckt im Keller, sondern real-time auf dem Smartphone. Die Cleopa GmbH hat bereits früh seit 2018 aus eigenen Mitteln in die Forschung zum SRI investiert. Jetzt sind die Größen der Branche, wie der europäische Branchenverband KENIA, Partner für das Vetter Unternehmen.

Die Experten der Cleopa schaffen mit Innovationen Werte, von denen die Bürger, Unternehmen und unsere Gesellschaft profitieren. Zusätzlich wird mit unseren Ressourcen SMART und nachhaltig gearbeitet, damit die hohe Lebensqualität gesichert wird. Brandenburg ist schließlich das Land mit SMARTen Menschen, die auch Innovationen lieben!

34 BRANDENBURG exklusiv 11/2022

Eine Verlagsgenehmigung des vsm wirtschaftsverlags

#### Link:

<https://bc-production.pressmatrix.com/de/profiles/6b0f1aad0817/editions/37a57ae5e6520788b354/pages/page/18>

**Feedback:** After the article publication Cleopa received several requests from SMEs.

**Results:** The article was also promoted online via DEESME LinkedIn where it gained a large number of impressions and interactions.

## 5.4. Communication campaign in Germany overall results

The campaign's activities carried out in Germany have significantly increased the interest of energy companies in investing time and resources to increase the energy efficiency of their businesses. Cleopa has participated in widely known international events such as the EU Green Week and the SME Week, where it has promoted the DEESME Multiple Benefits Approach through a wide audience, including stakeholders, policymakers, leading environmentalists, citizens, and other interested parties. Furthermore, it has organized two national events: the Cleopa Global Recycling Day and the Brandenburg Energy Day, an opportunity to address national companies and introduce them to the DEESME project.

Cleopa has also addressed more than 500 companies from its Cleopa Energienetz via paper newsletter. These recipients were provided with information about energy efficiency, grants and funding and cooperation, as well as specific information on DEESME. Several companies were contacted indirectly





through receiving information on the DEESME approach thanks to the article that was published in the FORUM Magazine from the Chamber of Commerce.

Even though the campaign in Germany has increased the awareness and interest of companies in the multiple benefits approach, it has not been easy to address companies in 1 to 1 meetings, especially for the trainings and the workshops. Engaging the participants and making them see that what we were about to tell them was going to be useful for their businesses has been challenging. Nonetheless, once the activities were carried out, they had a different impression and vision and were willing to support the project. The DEESME channel in Deutschland has helped Cleopa to promote the campaign and the video developed for the basic trainings has also supported the activities. Most frequently communication means have been emails and phone calls.



## 6. Conclusions

In Italy, the campaign planning and initial implementation by key actors involvement to raise awareness on DEESME project and check interest, jointly organize the events foreseen in T4.2 and provide preliminary information to companies, started with a series of direct contacts either via phone/email or online/in person meetings in January 2021. The campaign in Italy is still ongoing at the time of writing the deliverable.

The campaign activities implementation and key actors/companies involvement was carried out through the organization and realization of events by PP SOGESCA and FIRE, involving key actors, like sector associations and companies. These events did also benefited of other events already scheduled by target key actors (not necessarily organized only to present DEESME activities and MB approach). For consultancy companies like SOGESCA the DEESME campaign is also an activity that supports the company business. Most frequently used communication means were e-mails and phone contacts but also articles on sector magazines and newsletters. DEESME activities were also disseminated through the social network LinkedIn. FIRE regularly published articles in DEESME on the FIRE newsletter and participated the events presenting DEESME project.

34 Trade companies' associations and 1 University have been involved in the campaign and more will be involved until the end of the project. Over 5,000 companies were addressed either directly or through sector associations. Companies directly involved are those that have carried out the energy audit/EMS with the DEESME approach, those that have been trained (basic and advanced training) and the companies that participated to the activities organized in the framework of T4.2 and in the workshops organized in the framework of T4.3. A higher number of companies was "contacted" indirectly through receiving information on the DEESME approach thanks to the sector association (for example 1000 organizations receive the magazine "In Fonderia" where the article on the DEESME approach was published and over 7,000 receive the FIRE newsletter). The feedback from the activities carried out in Italy shows that the campaign in Italy is successful and the involved key actors and companies demonstrate interest in the DEESME project and developed tools recognizing the importance of the multiple benefits approach for energy efficiency investments.

The national campaign in Bulgaria started in December 2021 and is still ongoing at time of writing. Along with the formal events and activities organized during the communication campaign, SEDA and ECQ have undertaken many informal meetings and gatherings with key actors and company representatives for the sake of the DEESME implementation processes. Up to now the overall results of the campaign show wide interest of Bulgarian companies in taking profit of the DEESME multiple benefits and energy management approach.

The campaign's activities carried out in Poland until the time of writing have allowed the DEESME project to be disseminated to a wider audience. The multi-benefit approach and the challenges of implementing audit results among SMEs were also addressed in the campaign. Meetings conducted as part of the campaign were combined with other significant and very diverse events, which allowed to gain a wider group of recipients. The key aspect of the campaign was the involvement of key actors who, thanks to their close cooperation with companies, were able to convince them to participate in the



meetings. E-mails were sent and information about the activities carried out within the project was posted on the key actors' websites which allowed to gain the trust of companies, because they learned about the project from trusted associations. This campaign contributed to achieving significant reach and caused key actors to start supporting KAPE activities and working directly with KAPE to help companies. Despite the good results, the campaign had several weaknesses, including the lack of interest of SMEs in the meetings, which caused delays in their implementation. In addition, some SME representatives often did not want to continue to participate in DEESME activities and were not interested in receiving any information about it e.g. newsletters. The participants of the meetings often asked quite few questions and did not give much feedback, which hindered the discussion, which, if they were more active, could bring more benefits.

The campaign's activities carried out in Germany until the date have significantly increased the interest of energy companies in investing time and resources to increase the energy efficiency of their businesses. Cleopa has participated in widely known international events such as the EU Green Week and the SME Week, where it has promoted the DEESME Multiple Benefits Approach through a wide audience, including stakeholders, policymakers, leading environmentalists, citizens, and other interested parties. Furthermore, it has organized two national events: the Cleopa Global Recycling Day and the Brandenburg Energy Day, an opportunity to address national companies and introduce them to the DEESME project. Cleopa has also addressed more than 500 companies from its Cleopa Energienetz via paper newsletter. These recipients were provided with information about energy efficiency, grants and funding and cooperation, as well as specific information on DEESME. Several companies were contacted indirectly through receiving information on the DEESME approach thanks to the article that was published in the FORUM Magazine from the Chamber of Commerce. Even though the campaign in Germany has increased the awareness and interest of companies in the multiple benefits approach, it has not been easy to address companies in 1 to 1 meetings, especially for the trainings and the workshops. Engaging the participants and making them see that what we were about to tell them was going to be useful for their businesses has been challenging. Nonetheless, once the activities were carried out, they had a different impression and vision and were willing to support the project. The DEESME channel in Deutschland has helped Cleopa to promote the campaign and the video developed for the basic trainings has also supported the activities. Most frequently communication means have been emails and phone calls.