



DEESME

Halfway through the DEESME project

Interview with Ivana Rogulj



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What has been done with SMEs so far?

Halfway through DEESME, a project funded by the Horizon 2020 programme, we look back to the first results. So far, we have focused on the **multiple benefits** that energy efficiency brings to companies. We have found that the multiple benefits approach of energy efficiency projects suggests that energy efficiency has many environmental, social and economic benefits.

Through DEESME, we have already observed and concluded some of the main challenges and lessons around the fact that **companies do not prioritize energy efficiency measures due to cost benefits not being high or impressive in the first place**. Therefore, we have developed the multiple benefits approach to energy audits and integrated it to our business model. The benefits include:

Simplified maintenance

Increased utilization

Improved product or service efficiency

Simplified supply chain relationships

Public image

Lower material consumption

Reduced waste

Increased satisfaction of customers/employees

In order to first implement these guidelines, the idea was to create a **methodology**. The focus of the DEESME methodology was targeted at companies whose business strategy was already existing and needed an upgrade in terms of energy efficiency measures.

The methodology includes four stages:

1. The **Business Model Analysis** which demonstrates the underlying business logic and priorities to create value and improvement of business efficiency.
2. The **Energy Analysis** which reveals opportunities for energy efficiency and reduced emissions.
3. The **Multiple Benefits Analysis** which recognizes and evaluates business benefits to expand the scope of energy management and relate energy efficiency decisions to business development.
4. The **Business Model Sustainability Advancement** which searches opportunities for business model innovations and improvement through energy efficiency development.

Lastly, to help companies move to energy efficient measures, the DEESME team has started **training companies**. The guidelines were easily implemented in most countries. We were even able to adapt to **country-specific guidelines** and identify issues during this first half of the project.

What are the main observations from this first round?

Everything has been implemented successfully and on time, we have a great team of skilled and motivated experts. The active cooperation with chambers of commerce and association companies was undertaken as foreseen.

There were several **challenges** faced, firstly on **how to implement Article 8 of the EED in both large companies and SMEs in all countries**. For example, many Member States face issues with **limited resources for transposition, creation of support mechanism or raising awareness on available opportunities for financing**. The key challenge were to **find available information** and that **one stop shops were not implemented in companies despite funding being available**.

However, countries deal differently with these obstacles, our objective was to showcase the knowledge from one country to others facing similar challenges, for instance in reports or good practices presented at events.

The general obstacles of this first part were mostly related to the side of the **national policymaking processes**, we faced challenges because of Covid restrictions which blocked face to face meetings and audits as well as the current crisis with Russia making the market uncertain for companies.

Just as the rise in energy prices keeps soaring, we can note that the current energy crisis is pushing the agenda for energy savings. It is therefore **easier for us to promote energy efficiency as a marketing, strategic and environmental tool**.

The main barrier for companies remains the **payment of investments**, as it is a long term process and not satisfying straight away. Our aim has been to manage balancing the two.

What are the next steps we can look forward to?

Implementation of audits and good energy efficiency measures.

The first training will promote this methodology to 50 companies targeted by energy audits and 25 targeted by energy management system in 4 countries: Poland, Germany, Italy and Bulgaria.



A **campaign** will be developed to promote this principle on a larger scale.

The final objective will be to match the two by broadening this topic in companies and how DEESME is advancing in companies with existing barriers and guidelines to find solutions for **policy recommendations** at national levels. The **guidelines** will explain how to tackle current issues and be upgraded with knowledge gathered from companies.

About DEESME

DEESME is a H2020 funded project and aims to guide SMEs and national authorities through the energy transition by taking profit of multiple benefits and energy management approaches.

www.deesme.eu/



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