

TAKING
COOPERATION
FORWARD



Block 5: Support for SMEs to invest into Energy Efficiency



Module 5.3. Non-financial instruments



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The module introduces the possible implementation of non-financial instruments to support SMEs



- **Non-financial support**
- **Technical and information assistance**
- **Voluntary approaches**



In addition to financial support to stimulate and encourage SMEs to invest in Energy Efficiency and Renewables, non-financial support is also important for their participation and contribution to the clean energy transition.

Non-financial instruments have an irreplaceable role in the overall mix of instruments that policy makers use to promote and support implementation of energy efficiency measures and installation of renewable energy sources by industry.



Non-financial support can be provided in different forms:

- **Technical and information assistance**
 - education and training programs
 - workshops
 - energy services
 - help desks
 - etc.
- **Voluntary approaches**
 - management systems
 - product labelling
 - voluntary agreements
 - etc.



Public bodies should support and/or (co-)organize initiatives aiming at raising awareness of industry about potential of energy savings and use of renewables, existing solutions and measures, financial support provided, etc.

The information should focus on introduction of both technical solutions and „soft“ measures (behavioural changes). It is advisable that both types of measures are also financially supported.

Awareness raising and technical assistance initiatives can have several forms ranging from information materials (e.g. manuals, guidance, best practice databases), through targeted events (e.g. trainings, workshops) to direct assistance (e.g. funded consultancy).



Example:

EKIS - Energy consultation and information centres¹



The programme funded by the Czech Ministry of Industry and Trade supports day-to-day work of energy consultation and information centres.

The centres provide free consultancy service to businesses, public bodies and citizens wishing to implement energy saving- and renewable energy projects.

Consultation services are provided by energy specialists certified by the Ministry, and can take the form of a personal visit, telephone call, or online session through the i-EKIS internet-based consultancy.



¹ <https://www.mpo-efekt.cz/cz/ekis>



Example:



Centre of Energy Technologies¹

The Centre of Energy Technologies connects companies and institutions, whose main activity is the use of renewable energy sources and implementation of energy efficient technologies related to energy efficiency. Based on its R&D database they jointly develop innovative concepts for energy-efficient buildings with integrated energy systems.

Example:



ISPRA



Good Practice Database²

The environmental agency ISPRA operated the database of good practices that presents examples of innovative activities on local sustainability - including energy topics.



¹ <http://cte.fea.pl>

² <http://www.sinanet.isprambiente.it/gelso/banca-dati>

Voluntary approaches can be characterized as activities of business (or other entities) that

- aim to reduce the negative impacts of their activities on the environment;
- are introduced and implemented on the basis of their voluntary decision;
- go beyond the requirements of applicable legislative standards.

The basic principles of voluntary instruments are:

- **Voluntariness** - there is no obligation in the legislation to apply them;
- **Prevention** - focus on elimination of causes not consequences of environmental problems;
- **Systematic approach** - deliberate action on those areas that have a negative impact on the environment.



VOLUNTARY APPROACHES

The use of voluntary approaches at business level is therefore of great importance both for the enterprise itself and for society as a whole.

Their preventive focus leads to environmental improvements and contributes to sustainable development. At the enterprise level, other benefits, such as increasing competitiveness, building a better image or cost savings, are also reflected.

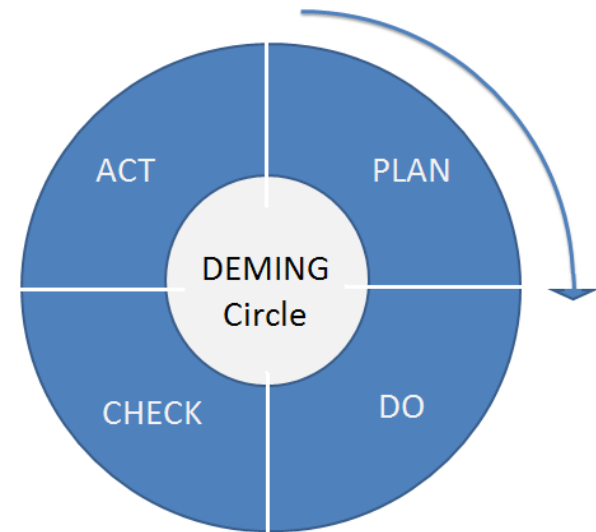
Voluntary approaches cover arrangements such as public voluntary programmes, negotiated agreements or unilateral commitments.



Management systems

Environmental management represents a set of procedures, activities and measures, implemented in a company, that lead to improvement of its environmental performance (including energy).

It is based on a systematic approach - so called Deming cycle (Plan - Do - Check - Act) - that ensures a continuous improvement.



Environmental management system (EMS) can be implemented based on international certifiable standards:

- **ISO 14001** (Environmental management systems - Requirements with guidance for use)
- **EMAS - Eco-Management and Audit Scheme** (Regulation (EC) No 1221/2009)

Similarly, there exists a standard focusing specifically on energy, and implementation of energy management system (EnMS):

- **ISO 50001** (Energy management systems - Requirements with guidance for use)



Product labelling

Environmental and energy product labelling is based on evaluation of a product characteristics and their impact on the environment or energy consumption.

Products are awarded a label, in some cases supplemented with brief information on the product characteristics, with the overall objective to provide consumer with reliable and verifiable environmental information, and encourage demand and supply of better performing products that cause less pressure on the environment or energy consumption.



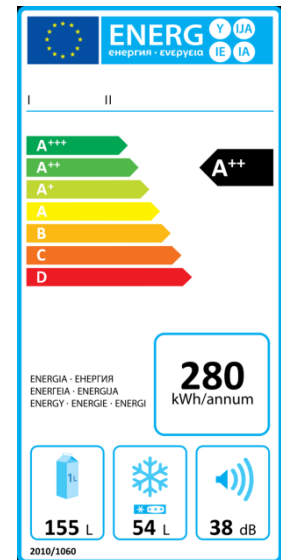
EU Ecolabel¹

- European programme based on Regulation No 66/2010
- Covers over 30 product groups
- Focus on all environmental aspects / characteristics



Energy labelling²

- European programme based on framework Regulation No 1396/2017
- Covers up to 20 types of product, mainly home appliances
- Particular focus on energy consumption in the use phase
- Some categories cover also other aspects - e.g. water consumption, noise, etc.



1 <http://ec.europa.eu/environment/ecolabel/>

2 <https://ec.europa.eu/energy/en/topics/energy-efficiency/energy-efficient-products>

Voluntary agreements

Voluntary agreements are characterized as contractual agreements or commitments between a public authority and private entities that go beyond the scope of legislative obligations (or replace them if they do not exist).

They can address a number of specific cases and environmental problems, including energy-related issues.

The basic principle of voluntary agreements is negotiation, which may deliver better results than traditional command and control approach. Through negotiation, it is possible to find a more efficient, faster and often less costly solution to the given problem.





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