

Accelerating Small Business Participation in The Transition to a Carbon Neutral Economy

“Defining a Manifesto for Massive Change”

Online: Tuesday November 24, 2020 - 9AM - 1PM - Zoom

The need to reinvent energy audits

The EU funded *INNOVEAS Project* addresses the challenge of SME adoption of the practices needed to complete their green transition. Its focus is on the role of energy auditors and the adoption of energy efficiency measures as part of the transition process. The main finding so far is that the EU is unlikely to achieve its ambition in relation to SME partition in the green transition, based on the current model of adoption.

The role of SMEs to radically improve energy efficiency

Energy efficiency is only one of the range of measures that companies need to adopt. Often, it is not the best place for a small company to start its journey to carbon neutrality. For the vast majority of small companies, a business logic for adoption based on cost savings alone, will not provide sufficient motivation to change. Energy auditing is an important part of the adoption process.

These and related ideas were echoed in a recent meeting of contractors of EU funded energy efficiency projects, organized on October 8-9, 2020, where participants insisted on *the need to change the narrative around energy audits and re-invent the business of auditing*.

The good news is that there are promising ways to move forward, and with the right steps it should be possible to move onto a whole new level of performance in terms of the support that SMEs need to help them make the transition.

The Online-Workshop

The purpose of this conference is to review the arguments that motivate the need to move beyond business-as-usual and outline a strategy that will enable SMEs adoption, on a massive scale, of the behaviors needed for a successful energy transition.

Practicals

Join us on Tuesday November 24 to find out how we can move forward on this important and increasingly urgent issue, when we will explore what needs to be done in order to succeed.

You can register [here](#).

AGENDA

08.50	Join Zoom Meeting
09.00 to 09.15	<i>Words of welcome and introduction to the INNOVEAS project</i> <i>IIPLE - Luisa SILENI and Sergio BOTTIGLIONI</i>
09.15 to 09.30	<i>Lessons learned K&I - Gabriele QUINTI</i>
09.30 to 10.00	<i>The need for a new approach CKA - Patrick CREHAN</i>
10.00 to 10.30	<i>Seeing the energy transition through the eyes of SME management.</i>



	<i>Panel moderator: P. CREHAN – CKA. Panel speakers: Clemens ROHDE - Fraunhofer Institute of and the Multi-Benefits project, and Mathieu CRIBELLIER - CO2 Logic</i>
10.30 to 10.45	Coffee Break
11.00 to 11.30	The city as a catalyst for business transformation. <i>Panel moderator Bruno DELEPIERRE – Happonomy. Panel Speakers: Jan AERTS, Programme facilitator, non-residential buildings for Leuven 2030 and Camille CALLENS - Project Manager of Brussels 30 30 30</i>
11.30 to 12.00	<i>The challenge as seen by ESCOs, advisors and related service providers.</i> <i>Panel moderator Bruno DELEPIERRE – Happonomy. Panel Speakers: Saïd EL KHADRAOUI, Special Adviser to the Foundation for European Progressive Studies on the Green Deal, former MEP, and Benjamin DE BRUYN, independent technical and legal expert on energy efficiency.</i>
12.00 to 12.30	The role of large companies working with their supply chains. <i>Panel moderator Giacomo BIRAGHI - Confindustria Bergamo. Panel Speakers: Jørn BANG ANDERSEN - Danish Ministry for Foreign Affairs, with contributions of Antonio DENTINI, Head of Global Procurement Governance and Suppliers Management of ENEL, Paolo PERANI, Sustainability Manager for the ELDS Division of ABB.</i>
12.30 to 12.40	Towards a “Manifesto for Massive Change”, <i>Patrick CREHAN - CKA</i>
12.40 to 12.50	The need for a dedicated “alliance” <i>Confindustria Bergamo - Ilaria CAIRO</i>
12.50 to 13.00	Closing words <i>by Sergio BOTTIGLIONI - IIPLE</i>

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