



# SMEnergy - Kick off event

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Ptuj, Slovenia

## Overview of the project logic

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# About SMEnergy

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Why is the SMEnergy good for me?

# The problem

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1. The transition to green energy is an increasingly urgent task that affects all sectors.

2

2. Green transition should be best promoted in energy-intensive sectors, where the most visible results in reducing CO2 emissions can be achieved.

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3. The majority of small and medium-sized enterprises (SMEs) are currently in the dark about how they can make the transition to renewable energy.

# Challenges in numbers

1

2/3

Two-thirds of SMEs were forced to increase the price of their goods and services, contributing to the cost of living crisis and ultimately putting their survival at risk

2

3

75%

75% of European SMEs want a rapid switch to renewable energy to escape fossil fuel costs

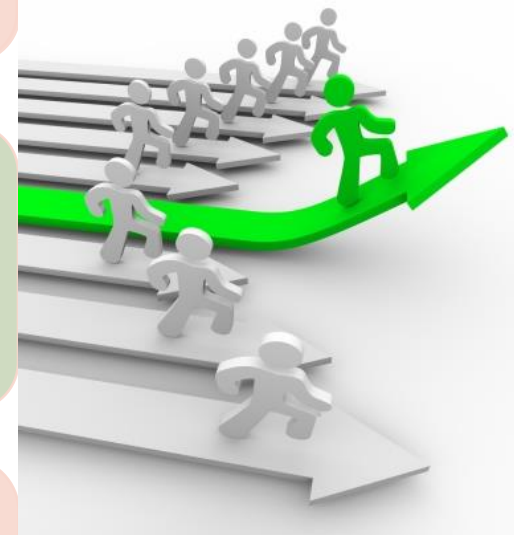
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2/3

The industrial slowdown was responsible for two-thirds of the net reduction in EU electricity demand in 2022. This puts industrial competitiveness in Europe under pressure (IEA.org)

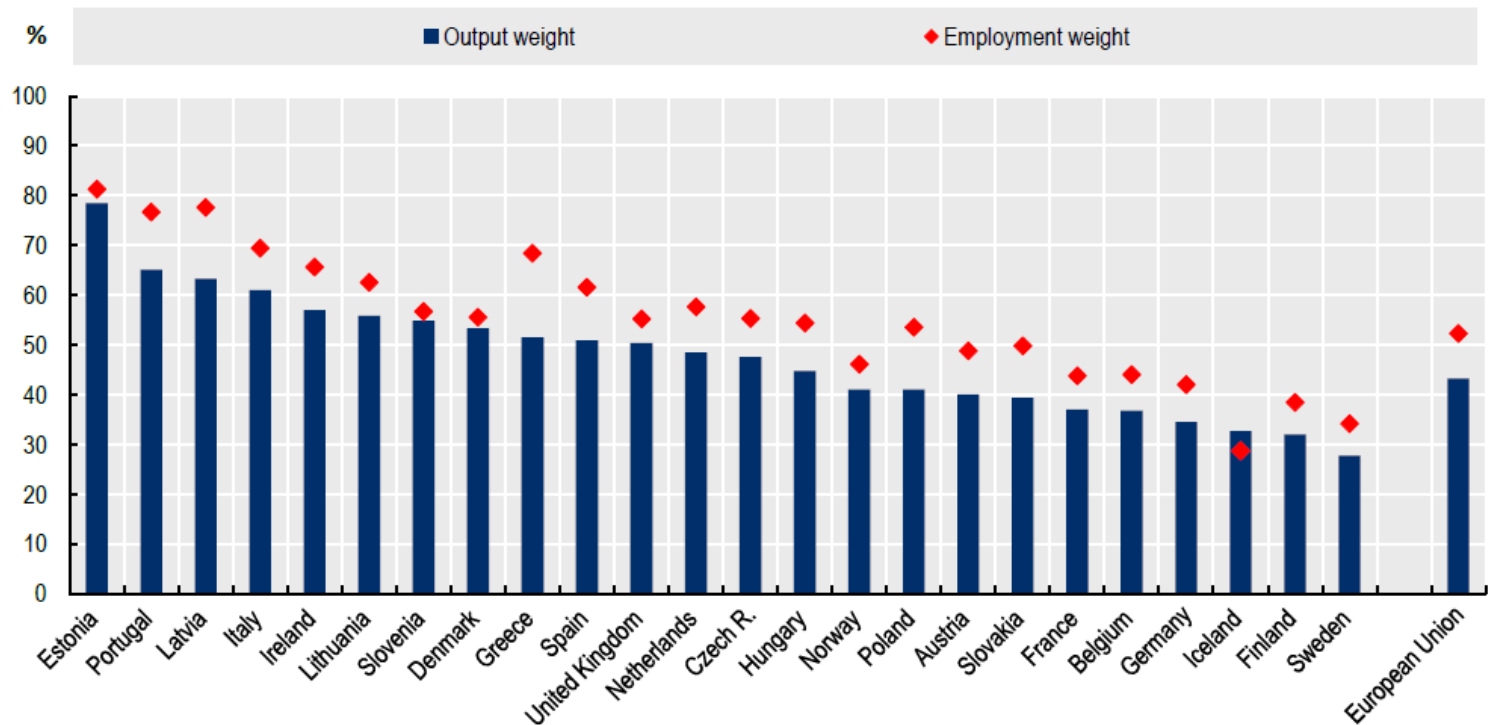
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# Challenges in numbers

Figure 3. SME share of energy consumption in the business sector, 2018

Percentage of total energy consumption in the business sector



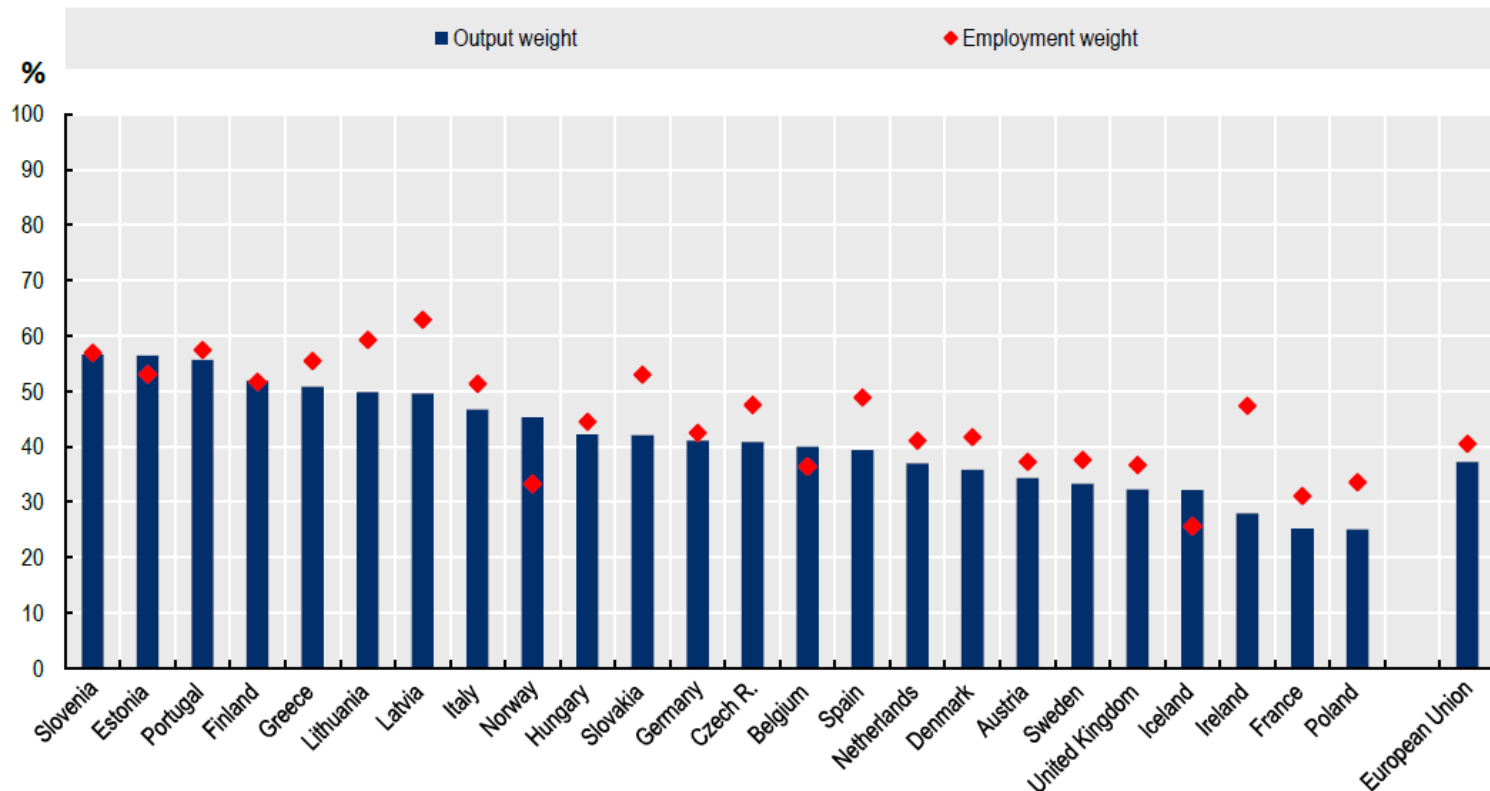
Note: Output weight is the SME share of value added at two-digit sector level. Employment weight is the SME share of employment at two-digit sector level. Energy indicators do not include the Transport sector.

Source: OECD calculations based on Eurostat's Energy Balances Accounts and Structural Business Statistics.

# Challenges in numbers

Figure 1. SME share of GHG emissions in the business sector, 2018

Percentage of total GHG emissions in the business sector



Note: Output weight is the SME share of value added at two-digit sector level. Employment weight is the SME share of employment at two-digit sector level.

Source: OECD calculations based on Eurostat's Air Emissions Database and Structural Business Statistics.

Project is co-financed by the European Union (ERDF, IPA)

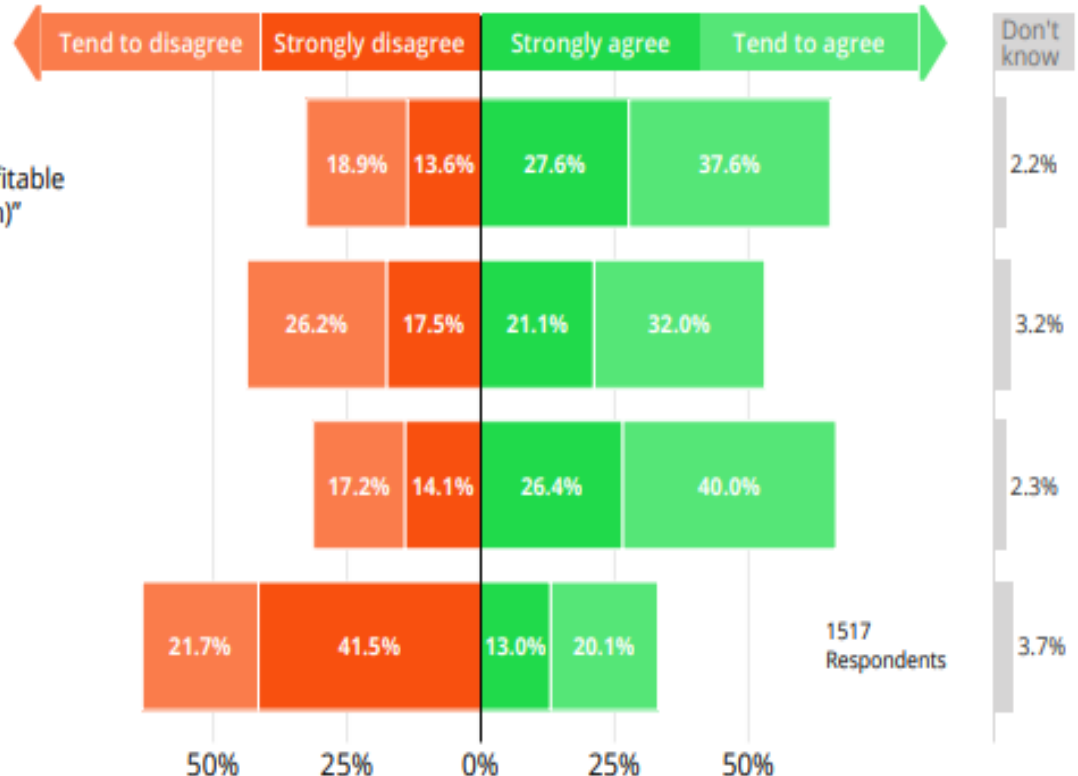
# Challenges in numbers



## How are high energy costs impacting SMEs?

YouGov survey question: "Thinking about the impact of energy costs on your business... To what extent, if at all, do you agree or disagree with each of the following statements?"

Six country average [🇧🇪 🇩🇪 🇫🇷 🇮🇹 🇩🇰 🇵🇱]



Source: [https://beyondfossilfuels.org/wp-content/uploads/2023/07/BFF\\_SME-EnergyCostsSurvey\\_Final.pdf](https://beyondfossilfuels.org/wp-content/uploads/2023/07/BFF_SME-EnergyCostsSurvey_Final.pdf)



# Challenges in numbers



## Germany: How are SMEs responding to high energy costs?

YouGov survey question: "Thinking about the measures your business might take to bring down the costs of energy... Have you taken, or are you considering taking, any of the following measures?"

Six country average



Germany 260 Respondents



We have already purchased/ currently use this



We are considering purchasing/ using in the next 12 months



We are considering purchasing/ using only if there are incentives



We are not considering purchasing/ using this because of administrative barriers



We are not interested in purchasing/ using this



Don't know

Installing solar panels



20.2%  
20.8%

20.0%  
15.0%

22.9%  
15.4%

11.4%  
14.2%

19.2%  
28.8%

6.3%  
5.8%

Installing or upgrading insulation



18.2%  
21.1%

16.0%  
12.3%

23.3%  
13.8%

12.6%  
14.6%

22.2%  
30.8%

7.7%  
7.3%

Installing a heat pump



10.7%  
8.1%

13.0%  
11.5%

25.8%  
18.1%

14.0%  
11.9%

27.6%  
41.1%

8.8%  
9.2%

Renewable power purchase agreements (PPAs) / Multi buyer consortiums for renewables (i.e switching to a green energy supplier)



10.6%  
20.8%

15.4%  
10.4%

24.6%  
18.5%

14.0%  
8.8%

22.8%  
30.0%

12.5%  
11.5%

Saving energy through smart measures (e.g changing the hours of peak energy consumption)



23.9%  
26.2%

20.0%  
13.8%

17.2%  
14.6%

10.9%  
10.8%

18.5%  
25.0%

9.6%  
9.6%



# The main logic of the project

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The **GOAL OF THE PROJECT** is

to create a pilot network of regional/countrywide **service centers** in order to support energy-intensive SMEs in accelerating the transition to adopting renewable energies.

**HOW?**

with the model operation of **Green Energy Knowledge, Operation and Service Hubs (GEKOS)**, whose services & pilot activities can feed into regional and transnational strategies

# The main logic of the project

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## Confusion and the lack of transparency:

### 1. On green transition process:

What are my options?  
Which steps are needed to take,  
depending on the level of  
operation and maturity?  
Is the switch really worth it?

### 2) On the supplier side:

*Which suppliers to be used  
in which part of the energy  
transformation process?  
How accessible or reliable  
these suppliers are?*

### 3) On support:

*Who do I go to for help, what  
will I get, and how much will  
it cost me? How have others  
done this? Who are the  
actors here?*

**energy transition roadmap**  
making the green transition  
process transparent with  
answering diverse company  
maturity and situations

**supplier database:**  
Structured, transparent,  
suppliers connected to the  
transition steps and  
implementation needs

**creating GEKOS:**  
regional/countrywide  
single-channel service  
centers to support energy-  
intensive SMEs

# The main logic of the project

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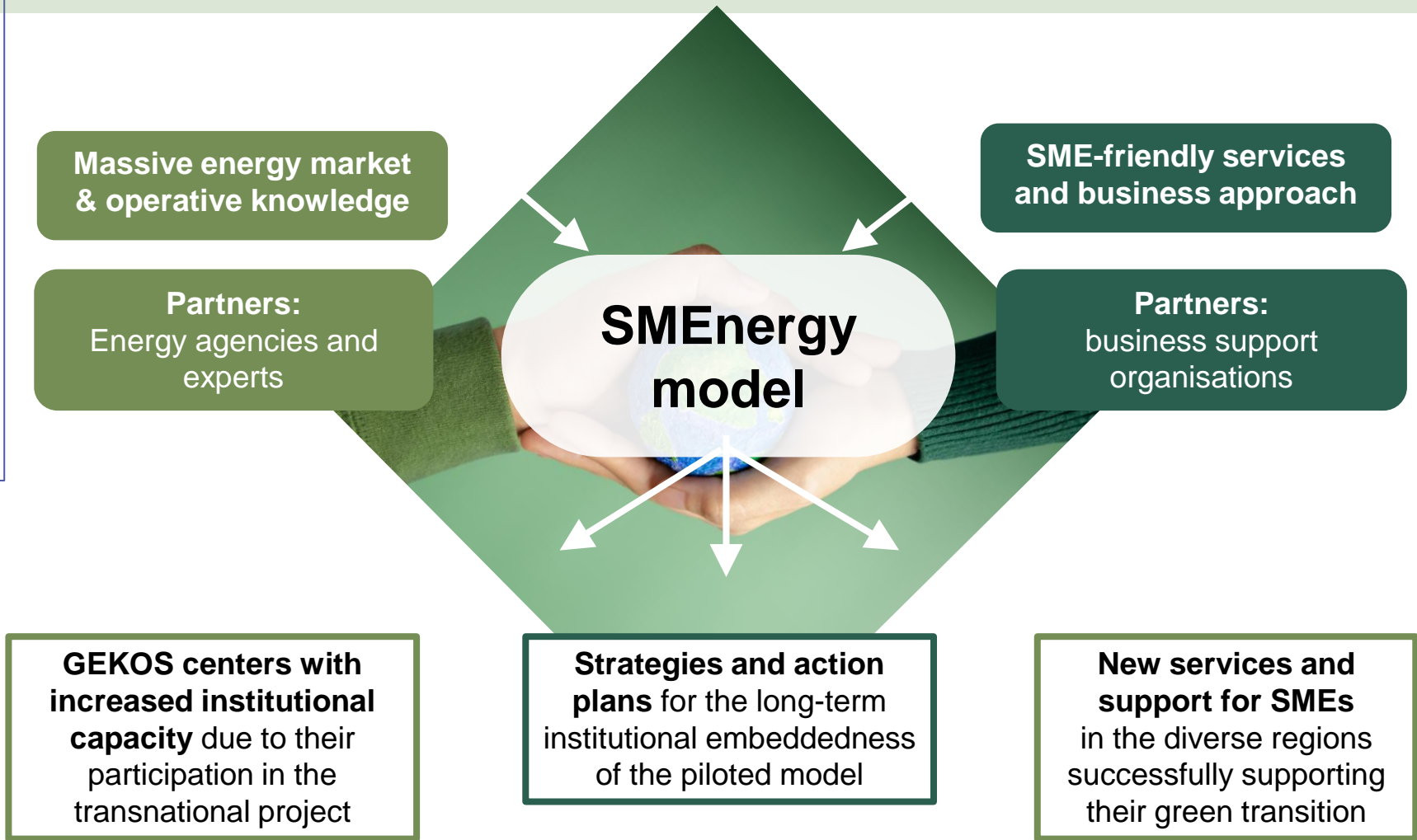
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**Transnational strategies &  
methodology  
on how the diverse SMEs  
can be better supported in the  
increased use of renewables**

**Project period: 1 Jan 2024 - - - 30 June 2026**

# Our multidisciplinary approach

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# Our multidisciplinary approach

10 partners

8 countries

8 associated partners



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# Project phases

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## SO1: PREPARATION PHASE

*Joint and standardised justification for the wireframe of future services of the SMEnergy:*

- *Let's map the situation, needs, missing services!*
- *Let's be clear about what we can and cannot do!*



## SO2: PILOT PHASE

*Elaboration and piloting the SMEnergy program*

- *Let's see how it works!*
- *Let's cooperate accross borders!*



## SO3: SURVIVAL OF THE PROJECT

*Ensuring the sustainability, extensibility of the SMEnergy model:*

- *Regional strategies and action plans for sustainability*
- *Figure out how to take the international network forward!*

# Why is the SMEnergy good for me?

## Energy-intensive SME



- ✓ *I will be able to see more clearly how to use renewable energy sources*
- ✓ *I can better adapt to suppliers, opportunities, constraints and use good practices of peers*
- ✓ *If I have a question, I can turn to you for help help*

## Supplier interested in energy management



- ✓ *I will have a better understanding of how I can serve my partners more successfully!*
- ✓ *I can show myself better and build new relationships!*

## Related organisations



- ✓ *I can have a better understanding of the needs, regulations and opportunities of the green transition*
- ✓ *I can use the project's service, knowledge and transnational network to better support my own target group*

# Then, how to contact?

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**Let's contact us!**

<https://formacio.hu/en/international-projects/smenergy/>

or

**Edina Kálmán** ([kalmanedina@formacio.hu](mailto:kalmanedina@formacio.hu))