

CHANGEBEST NEWS

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Energy Efficiency Services
ChangeBest Conference
25 January 2012, London
UK



Promoting the development of an energy efficiency service (EES) market – Good practice examples of changes in energy service business, strategies, and supportive policies and measures in the course of the implementation of Directive 2006/32/EC on Energy End-Use Efficiency and Energy Services

01 July 2009 – 30 June 2012



Dear Readers,

Climate change, ever rising energy prices and supply security are some of Europe's biggest challenges. The EU's 20% energy efficiency goal illustrates the magnitude of this challenge and with 40% of energy usage generated by buildings, the opportunity for energy efficiency services (EES) is immense.

Against this background, the ESCO solution is unique. Facilitating the 'outsourcing of energy management', ESCOs enable energy savings to be achieved in a 'cost neutral' approach for the building owner.

Energy companies are developing more and more EES, triggering interest and new markets.

The ChangeBest project tries to understand how and to which extent the EES market could be further developed: what are appropriate business strategies and promising services, what is the policy framework suitable to stimulate market development and what role could energy companies and ESCOs play.

We are very glad that the **ChangeBest final event** is part of the next ESCO Europe Conference.

ESCO Europe 2012 is the region's premier ESCO conference uniting 200+ ESCO, utilities, energy management professionals, government policy shapers, financiers and technical solution providers looking to monetize energy efficiency projects. This year's conference delivers best practices into securing finance and cost effectively deploying energy efficiency projects.

This newsletter presents the programme of the conference and more detailed information about the session on **Good practice business models**, where the results of the ChangeBest project will be presented.

Please find more information and registration possibilities at www.esco-europe.com and www.changebest.eu.

Looking forward to welcoming you to ESCO Europe 2012!

Yours sincerely,



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Conference Organiser



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Anthony Pohl
Synergy
ESCO Europe 2012
Conference Manager



25-26 January 2012 | UK



CHANGE BEST
FINAL EVENT

ESCO EUROPE 2012 CONFERENCE GRID

Wednesday 25 January 2012		Thursday 26 January 2012	
Morning	Afternoon	Morning	Afternoon
Keynote session: Identifying the role of energy services in achieving energy 20/20 targets	Practical insights from customer experiences	Identifying emerging ESCO markets and opportunities	Securing finance and facilitating investment in energy efficiency
	Good practice business models	Strategy round tables: improving customer ROI and performance	

SESSION 2: GOOD PRACTICE BUSINESS MODELS

- 14.00-14.30 From Energy Efficiency Service ideas to profitable business cases**
- Developing new and profitable energy efficiency services
 - Overview of newly developed and tested energy efficiency services in the course of the ChangeBest project
 - Lessons Learnt: Key insights from innovative business cases tested in ChangeBest
- Wolfgang Irrek, Professor for Energy Management and Energy Services at Ruhr West University of Applied Sciences (HRW), Germany.*
- 14.30 – 15.30 Learning from ChangeBest case studies introducing new profitable energy efficiency services to enter new markets and expand services offerings**
- Marketing partial and full energy efficiency services to mass markets - Lokaenergi's strategic energy efficiency dialogue in Denmark
Erik Gudbjerg, Director, Lokalenergi, Denmark
 - Can white certificate schemes stimulate development and marketing of EES in emerging market segments?
Activities by EDF and co-operation partners in the French B2B and B2C market
Paul Baudry, Senior Researcher, EDF, France
 - The case of CMI Greenline Europe: EES and engineering for processing industry (SMI)
Christian Constant, Sales Manager, CMI Greenline Europe, France
- 15.30 – 16.00 Afternoon Coffee**
- 16.00 – 17.30 New profitable Energy Efficiency Services deployed by new market entrants driving revenues with first forays into energy efficiency services**
- Replacing conventional light with LED to develop profitable Energy Efficiency Services - A case study of new market entrant Arquiservice's EES in Portugal
Carlos Samora. CEO, Arquiservice, Portugal
 - Re-inventing the wheel in the public sector? A pilot project for 2,000 public ESCO tenders planned by the Spanish government
Jose Antonio de Lama Toledo, Director of Energy Services, CLECE, Spain
 - Addressing financing challenges: A case study of comprehensive refurbishment of multifamily residential buildings in Latvia
Eric Berman, Chairman of the Board, RENESCO, Latvia.

THE FOLLOWING PROJECTS SUPPORTED BY THE INTELLIGENT ENERGY FOR EUROPE PROGRAMME ARE ALL DEALING WITH ENERGY EFFICIENCY SERVICES:



WWW.MINUS3.ORG



WWW.FRESH-PROJECT.EU



WWW.PERMANENT-PROJECT.EU



WWW.PROMETHEUS-IEE.EU



WWW.ESOLI.ORG



WWW.BIOSOLESCO.ORG

SESSION 2 GOOD PRACTICE BUSINESS MODELS

This session will showcase selected results of the ChangeBest project as well as good practice business models. The session gives the opportunity of:

- Learning from strategies **how to develop new EES**
- Learning from strategies **how to make EES profitable**
- Discussing recommendations on **how to further accelerate EES market growth**
- Intensifying EES **networking** of professionals, companies and company associations in Europe

The session is designed to cover different fields of application and different customer segments.

The first part concentrates on energy companies developing EES for customer segments ranging from energy-intensive industry to private households; from doing the EES alone to co-operating with private company partners and ESCOs.

The second part of the session focuses on new market entrants. It includes different fields of application and sectors and provides information on public tenders for ESCOs, which will be inspiring for several participants.

CHANGEBEST'S MAIN STORIES BEHIND THE CONFERENCE SESSION

Less-developed EES markets: EES providers can be successful even in these markets

Chances for beginners: Experienced staff is important for success, but nevertheless beginners can develop profitable EES

Innovative co-operation structures: If you cannot provide a full EES, implementation of the whole value chain can be secured via networking with other market actors and the customer

Energy companies in EES business: Energy companies have a renewed interest and good arguments to enter or to expand the EES business

Small EES can be profitable if cost savings are high enough to cover costs including transaction costs or if additional benefits are achieved

Creative marketing: There are creative ideas for successful marketing campaigns for small EES or partial services connected to EES that are offered to mass markets or new market niches

White certificate schemes: can stimulate product development and marketing of (new) services in sectors not yet addressed before if the schemes are well-designed

A CEO actively backing up the EES business development is necessary to impart the needed impetus for the EES

The success of larger or bundles of EES depends on the development of **appropriate systems for financing and risk-sharing**

You always have to **re-invent the wheel in the public sector**, don't you?

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PROJECT PARTNERS

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 SEVEn
 Energy Piano
 ESB - Energy Saving Bureau
 ARMINES -
 EDF - Electricity of France
 ASEW -
 HELESCO S.A.
 REACM - Regional Energy Agency of Central Macedonia
 eERG - Politecnico di Milano - Energy Department
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 ISR - University of Coimbra
 CESYS - Center for Energy Systems
 IJS - Jozef Stefan Institute - Energy Efficiency Centre
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