

# CHANGE BEST NEWS

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*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*

### *Project partners:*

*In total, 20 project partners from 17 EU Member States take part in ChangeBest, as well as about 45 partners from practice, subcontractors and further experts.*

### *Project duration:*

*01 July 2009 – 30 June 2012*

## CHANGE BEST PROJECT HAS TAKEN OFF

A new project supported by the Intelligent Energy – Europe programme has taken off: the Change Best project, which stand for the following very descriptive name: 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 Service.

In fewer words, the Change Best project would like to contribute to the development and implementation of the Directive on energy end-use efficiency and energy services (ESD), where the main objective is to stimulate the market for energy services and for the delivery of other energy efficiency improvement measures to final consumers. In order to achieve this objective, the ESD gives a special role to energy distributors, distribution system operators and retail energy sales com-



Energy Efficiency Services. How and to which extent the EES market could be further developed?

panies. On the other hand, there are different types of "pure" energy service companies (ESCOs) in the market ready to expand their business in the field of energy efficiency services.

Against this background the Change Best project tries to understand how and to which extent the EES market could

be further developed, what are appropriate business strategies and promising services not only for "advanced" companies but also for "beginners", what is a policy framework suitable to stimulate market development and to overcome existing barriers, and which role energy companies developing towards sustainable ESCOs could play.

## NATIONAL REPORTS ON ENERGY EFFICIENCY SERVICE BUSINESS

One of the first project activities has been a detailed study about available information on EES business and its expected and possible development. The study has been based both from available

literature (NEEAPs, laws, existing reports by the European Commission, JRC and the European Parliament, etc...) and based on the own experience of project partners and views from participating part-

ners from practice. In order to gain some additional insight with regard to particular questions regarding the development of the EES market, a questionnaire has been prepared for a small number of...

## OBJECTIVES OF THE PROJECT

The main objectives of the ChangeBest project are :

- to assist energy companies and ESCOs in entering the business to business (B2B) and business to customer (B2C) market for EES;
- to contribute to the development of the EES market as

part of the implementation of the ESD,

- to demonstrate good practice in implementing the ESD.

In the medium and long-term, ChangeBest aim to impact the EES market by:

- a stepwise market transformation towards more energy efficient technologies and services through an activation of potential suppliers of EES;
- developing ideas and concrete proposals for improving the ESD and its implementation with regard to EES market devel-

opment, and for follow-up actions promoting the development of the EES market; thereby ensuring consistency between the implementation of the ESD and further European and national policies and measures affecting the development of the EES market;

- fostering the development of ESCOs and other market players offering EES;
- putting small energy companies (or the so called "beginners") in the position to get started with the supply of energy services; and
- creating and starting a European network for (the development of) EES and EES providers.



ChangeBest tries to contribute to the development and implementation of the ESD

*To assist energy companies and ESCOs*

*To contribute to the development of the EES market*

*Good practice in implementing the ESD*

## NATIONAL REPORTS ON ENERGY EFFICIENCY SERVICEBUSINESS (...CONTINUE)

...interviews with energy companies, ESCOs and their customers (e.g. associations of energy consumers in private households, main representatives of the industry and the tertiary sectors, etc.), and with ministries and research institutes.

The report is structured in 3 main sections:

- Overview of the national EES market and its market players
- Analysis of market segments and opportunities for Energy Companies and ESCOs
- EES product and business strategy good practice examples

In the first section are described the types of EES providers and the

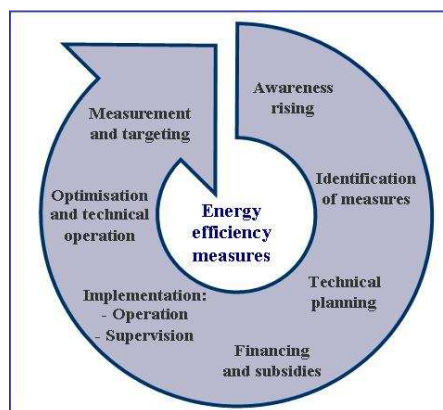
sectors addressed for each of the countries participating in the project. The section highlights the main EES types provided, the type of financing and contract schemes used a description of the current incentives and barriers. The section includes as well as the description of the policy mix and developments with

an analysis of the potential competitors and/or partners in the EES market.

The second section gives a detailed overview sector by sector. A particular focus is given to ESCO in different demand sectors and about their position in the value chain of EES products. The section addresses as well as the most adopted and promising marketing strategies in the EES market

The third section is describing 3 EES product and business strategy good practice examples from different countries.

Download the reports from [www.changebest.eu](http://www.changebest.eu).



EES product value chain stages Energy efficiency improvement measures as consecutive stages of a value chain

# ENERGY EFFICIENCY SERVICES, AN OVERVIEW OF RELEVANT PROJECTS

The primary objectives of the Energy Services Directive or ESD, is to stimulate activities by Member States and the market actors to save energy in final use. In the framework of the Intelligent Energy - Europe programme, before the ChangeBest, a number of projects have already been implemented or are ongoing in relation to energy efficiency services. In this section is given a list with some general information about the projects considered the most relevant in this field.

**BEST** - Bringing Energy Services To the Liberalised Markets, which laid a scientific basis for the political-administrative process of the development, adoption and implementation of the ESD ([www.wupperinst.org](http://www.wupperinst.org))

**Bess** - Benchmarking and Energy management Schemes in SMEs, where the primary objective is to further develop and promote the widespread application of benchmarking and energy management in order to improve energy efficiency in industrial small and medium-

sized enterprises. Then in the **ExBESS** the project is expanded to 8 new countries and further industrial sectors ([www.bess-project.info](http://www.bess-project.info)).

**EFFI** - Efficient Implementation of Energy Services in SME, which addresses the clever use of energy in SME through appropriate and cost-efficient, "intelligent" energy services, aiming at the introduction of an independent organisation - an "energy service market operator" (<http://effi.energetika.net>)

**PU Benef** - Public Buildings Energy Efficiency Services, which intends to develop a suitable management framework for assisting public bodies and especially local authorities to implement energy services including energy efficiency ([www.pubenefs.org](http://www.pubenefs.org))

**EUROCONTRACT** - European Platform for the Promotion of Energy Performance Contracting with the overall objective of contributing to substantially accelerate the market for energy services in Europe through further promotion and development of Energy Per-

formance Contracting ([www.eurocontract.net](http://www.eurocontract.net))

**CF-SEP** - Commercial Finance for Sustainable Energy Projects, which helps project developers to access commercial financing for energy efficiency and renewable energy projects (<http://seven.svn.cz/CF-SEP/>)

**EMEEES** - Evaluation and Monitoring for the EU Directive on Energy End-Use Efficiency and Energy Services, which aims to assist in developing harmonised evaluation methods to evaluate the measures implemented to achieve the 9% energy savings target set out in the ESD ([www.evaluate-energy-savings.eu](http://www.evaluate-energy-savings.eu))

**EEW** - Energy Efficiency Watch - Networking, evaluation of NEEAPs, communication & dissemination, which monitors and highlights best and worst policy practice of political and legislative measures, instruments and activities in the field of energy efficiency within the framework of the "National Energy Efficiency Action Plans" (NEEAPs)

([www.energy-efficiency-watch.org](http://www.energy-efficiency-watch.org))

**BewareE** - Energy Services - Reducing the Energy Consumption of Residents by Behavioural Changes, which develops a database of energy services to be disseminated among housing organizations and companies, public and private energy service providers ([www.izt.de/bewaree](http://www.izt.de/bewaree))

**MINUS 3%** - Shining Examples for the Implementation of the Energy Enduse Efficiency and Energy Services Directive showing that it is possible to save 3% of the City Authority's own energy consumption per year ([www.minus3.org](http://www.minus3.org))

**Prometheus** - Providing users with organised and monitored energy services by transparent and high standard EU SMEs, helping enterprises (especially SMEs) to strengthen their position in the market of energy services

**EESI** - European Energy Service Initiative, where one of the main objective is to broaden the promotion and implementation of EPC pilot projects with the public sector as leading example.

**FRESH** - Social Housing comprehensive Refurbishment through energy Performance contracting (EPC), where the objective is to open the way and demonstrate that EPC can be used for low energy refurbishment on a large scale

**ECOLISH** - Energy Exploitation and Performance Contracting for Low Income and Social Housing, which tries to organize and evaluate pilot projects using Energy Performance Contracting and Energy Exploitation in four European countries ([www.ecolish.com](http://www.ecolish.com)).

For a complete overview and list of all identified projects and links please visit: [www.changebest.eu](http://www.changebest.eu)

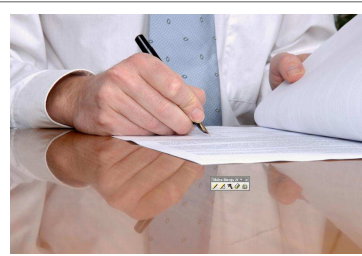
## PARTNERS FROM PRACTICE

One of the objective of the ChangeBest project is to support selected energy companies and/or ESCOs in different phases of market entry, with a main focus on companies, which are not very much advanced in this field, but can get advice from more experienced companies and countries

For achieving this important goal in the ChangeBest project are taking part more than 40 partners from practice.

Several business cases will be developed and tested by the partners from practice for different

EES in the B2C and B2B markets. The companies will be supported by a helpdesk that is operated by the national ex-



ChangeBest developing and testing of business cases for different EES

pers participating in the project consortium.

For an overview of partners from practice informally linked with the ChangeBest, supporting it and undergoing the field test, please visit [www.changebest.eu](http://www.changebest.eu)

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**We're on the Web!**  
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**Intelligent Energy**  **Europe**

## PROJECT PARTNERS

Wuppertal Institute for Climate, Environment, Energy  
e7 Energie Markt Analyse GmbH  
SEVEN  
ESB - Energy Saving Bureau  
ARMINES -  
EDF - Electricity of France  
ASEW -  
ULUND - Lund University  
HELESCO S.A.  
eERG - Politecnico di Milano - Energy Department  
Ekodoma  
ISR - University of Coimbra  
ECN - Energy research Centre of the Netherlands  
BSREC - Black Sea Regional Energy Centre  
Energy Piano  
REACM - Regional Energy Agency of Central Macedonia  
KISE - Krakow Institute for Sustainable Energy  
CESYS - Center for Energy Systems  
IJS - Jozef Stefan Institute - Energy Efficiency Centre  
ESCAN, S.A.

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## WHAT WILL THE CHANGEBEST DELIVER?

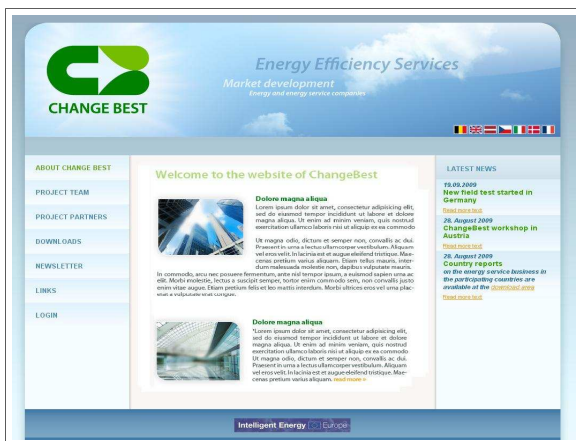
In the time frame of the ChangeBest project are planned various activities. The main deliverable which will come from the project are:

- Country reports on the energy service business in the participating countries, including a cross-country analysis and good practice examples,

- Reports on the situation of the partners in practice participating in ChangeBest project

- Report on the analysis of relation between EES and all relevant policy and measures in the different countries and on European level

- Report on the economic incentives and barriers for



The webpage of the ChangeBest project. Download the project deliverables and take a look to the latest news and releases!

- Input paper on promising strategies for the energy service market

- Organisation of various targeted workshops

- Overall documentation of field tests and their interim and final evaluation

- Reports on overall conclusions, recommendations, good practices identified

energy (efficiency) services, and the relation between energy companies and ESCOs

- Report on EES market potentials in different demand segments

- Concept for an EES network

- Project webpage

- Project brochure and 6 newsletters.

- European level conference