



A holistic framework for Empowering SME's capacity to increase their energy efficiency

Project: **SME mPower Efficiency**
Deliverable number: **6.2**
Deliverable Name: **Press Release**

Document Properties	
Dissemination level	Public
Lead beneficiary	Energiada
Prepared by	Daniela Melandri, Agnese Riccetti 30/11/2019
Checked by WP leader	Grigoris Papagiannis (AUTH) 30/04/2020
Approved by Project Coordinator	30/04/2020
Submission due date	30/04/2020
Actual submission date	02/05/2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847132

Document History

Version	Date	Contributor(s)	Description
1.0	30/11/2019	Daniela Melandri, Agnese Riccetti	1 st Draft
2.0	30/04/2020	Grigoris Papagiannis	Final Version

Disclaimer: *“This document has been prepared in the context of SMEmPower Efficiency project, funded by the EU Horizon 2020 research and innovation programme under the Grant Agreement No 847132. This document reflects only the authors’ views and the Agency and the Commission are not responsible for any use that may be made of the information it contains.”*

Table of contents

EXECUTIVE SUMMARY	4
1. 1ST PRESS RELEASE.....	5
2. 1ST PRESS RELEASE IN OTHER LANGUAGES.....	6
2.1. IN GERMAN	6
2.2. IN GREEK.....	7
2.3. IN ITALIAN	8
2.4. IN ROMANIAN	9
2.5. IN SLOVENIAN	10
2.6. IN SPANISH	11



Executive summary

This deliverable refers to the 1st Press Release of the SMEmPower, which presented the project in the general public. The deliverable was prepared during the final two months of 2019.

The original version was in English while each partner translated it in local language and disseminated it.

The deliverable is structured in two parts. The first one comprises of the 1st Press Release in English, while the second contains the versions in all partner languages.

1.1st Press Release

The first Press Release follows. It contains a brief overview of the project, a reference to the kick off meeting and contact details of the local partner.

SMEmpower Efficiency – A new European project to improve energy efficiency in SMEs

On the 1st of September the SMEmpower Efficiency project kicked off.

The project is the result of joint efforts of ten EU partners, led by the Aristotle University of Thessaloniki, Greece.

The project ‘A holistic framework for Empowering SME's capacity to increase their energy efficiency- SMEmpower Efficiency’ focuses on energy savings in the small and medium enterprises, conveying eight countries from the main geographical regions in Europe: West (Spain), Central (Germany, Italy), North (UK), Eastern and South Europe (Romania, Slovenia, Greece, Cyprus).

SMEmpower’s target is SMEs, aiming to supporting them in the implementation of the Energy Efficiency Directive (2012/27/EU), and its overall goals are:

- to introduce energy saving mechanisms within their day-to-day activities;
- to bring significant and validated energy savings for SMEs;
- to establish suitable energy culture;
- to trigger at least 4 mil € of investments in improving energy efficiency.

SMEmpower Efficiency is a 36 months action, where a series of activities will be deployed bringing together universities, SMEs and national associations. Within the project life the outcomes include:

- Delivery of a series of integrated and accredited Education & Training courses for more than 700 professionals, targeting energy related SME staff.
- Provision of energy surveys, technical assistance and concrete energy savings consultancy in at least 160 selected SMEs pilot sites.
- Development of four long lasting training tools:
 1. an advanced training handbook in 7 languages;
 2. a web platform for energy analytics;
 3. a tool for Monitoring & Targeting;
 4. a tool for Measurement & Verification.

SMEmpower receives funding by the Horizon 2020 Programme, within the topic ‘Capacity building programmes to support implementation of energy audits’.

The ambition of the project is:

- Primary energy savings: 24.86 GWh/year
- Number of SMEs reached: 160
- Number of training course programmes offered: 24

Are you interested in learning more or work with us at SMEmpower Efficiency project?

Please contact: Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr

Agnese Riccetti, EnerGiaDa, agnese.riccetti@gmail.com

2.1st Press Release in other languages

The 1st SMEmPower Press Release has been translated in partners' languages and disseminated accordingly. The local editions are presented below.

2.1. In German

SMEmPower Efficiency – Ein neues europäisches Projekt zur Verbesserung der Energieeffizienz in KMUs

Am 1. September fiel der Startschuss für das Projekt SMEmPower Efficiency.

Das Projekt ist das Ergebnis der gemeinsamen Anstrengungen von zehn EU-Partnern unter der Leitung der Aristoteles-Universität Thessaloniki, Griechenland.

Das Projekt "A holistic framework for Empowering SME's capacity for Empowering SME's capacity to increase their energy efficiency - SMEmPower Efficiency" konzentriert sich auf Energieeinsparungen in kleinen und mittleren Unternehmen und umfasst acht Länder aus den wichtigsten geographischen Regionen Europas: West- (Spanien), Zentral- (Deutschland, Italien), Nord- (UK), Ost- und Südeuropa (Rumänien, Slowenien, Griechenland, Zypern).

SMEmPower zielt auf die Unterstützung von KMUs bei der Umsetzung der Energieeffizienz-Richtlinie (2012/27/EU) ab. Die allgemeinen Ziele sind:

- die Einführung von Energiesparmechanismen in ihre alltäglichen Aktivitäten;
- signifikante und validierte Energieeinsparungen für KMUs zu erreichen;
- die Entwicklung einer geeigneten Energiekultur;
- Investitionen in Höhe von mindestens 4 Millionen Euro zur Verbesserung der Energieeffizienz anzuregen.

SMEmPower Efficiency ist eine 36-monatige Kampagne, bei der eine Reihe von Aktivitäten durchgeführt wird, an denen Universitäten, KMUs und nationale Verbände beteiligt sind. Im Rahmen der Projektlaufzeit werden u.a. folgende Resultate erzielt:

- Durchführung einer Reihe von integrierten und akkreditierten Bildungs- und Ausbildungskursen für mehr als 700 Fachleute, die sich an Mitarbeitende von KMUs im Energiebereich richten.
- Bereitstellung von Energieerhebungen, technischer Unterstützung und konkreter Energieeinsparungsberatung in mindestens 160 ausgewählten KMU-Pilotstandorten.
- Entwicklung von vier langlebigen Schulungsinstrumenten:
 1. ein Fortbildungshandbuch in 7 Sprachen;
 2. eine Web-Plattform für Energieanalytik;
 3. ein Werkzeug für Monitoring & Targeting;
 4. ein Werkzeug für Messung & Verifizierung.

SMEmPower erhält Mittel aus dem Programm Horizon 2020 im Rahmen des Themas " Capacity Building-Programme zur Unterstützung der Durchführung von Energieaudits".

Ziele des Projekts sind:

- Primärenergieeinsparungen: 24,86 GWh/Jahr
- Anzahl der erreichten KMUs: 160
- Anzahl der angebotenen Schulungskursprogramme: 24

Wenn Sie daran interessiert sind, mehr zu erfahren oder mit uns im SMEmPower Efficiency Projekt zu arbeiten, freuen wir uns auf Ihre Nachricht:

Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr
Andreas Schneller, adelphi, schneller@adelphi.de

2.2. In Greek

SMEmPower Efficiency – Ένα νέο ευρωπαϊκό έργο για τη βελτίωση της ενεργειακής αποδοτικότητας στις ΜμΕ

Την 1^η Σεπτεμβρίου 2019 ξεκίνησε επίσημα το έργο SMEmPower Efficiency.

Το έργο είναι αποτέλεσμα της συνέργειας δέκα (10) εταιρών της Ευρωπαϊκής Ένωσης, με συντονιστή το Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης (ΑΠΘ).

Το έργο «Ένα ολιστικό πλαίσιο για την ενίσχυση της ικανότητας των Μικρών και Μεσάιων Επιχειρήσεων ΜμΕ να βελτιώσουν την ενεργειακή τους αποδοτικότητα - SMEmPower Efficiency» επικεντρώνεται στην εξοικονόμηση ενέργειας σε μικρές και μεσαίες επιχειρήσεις, σε οκτώ (8) χώρες από τις κύριες γεωγραφικές περιοχές της Ευρώπης: Δυτική Ευρώπη (Ισπανία), Κεντρική Ευρώπη (Γερμανία, Ιταλία), Βόρεια Ευρώπη (Ηνωμένο Βασίλειο), Ανατολική και Νότια Ευρώπη (Ρουμανία, Σλοβενία, Ελλάδα και Κύπρος).

Ο στόχος του έργου SMEmPower Efficiency είναι οι ΜμΕ, και συγκεκριμένα η υποστήριξή τους στην υλοποίηση των στόχων της Ευρωπαϊκής Οδηγίας για την Ενεργειακή Απόδοση (2012/27/EU). Οι στόχοι του έργου είναι:

- Να θεσπιστούν μηχανισμοί εξοικονόμησης ενέργειας στις καθημερινές δραστηριότητες των ΜμΕ,
- Να υλοποιηθούν σημαντικά και πιστοποιημένα μέτρα εξοικονόμησης ενέργειας για ΜμΕ,
- Η δημιουργία κατάλληλης κουλτούρας για την εξοικονόμηση ενέργειας,
- Να προωθηθούν επενδύσεις τουλάχιστον τεσσάρων (4) εκατομμυρίων ευρώ για τη βελτίωση της ενεργειακής αποδοτικότητας.

Το έργο SMEmPower Efficiency θα διαρκέσει 36 μήνες, ενώ στο πλαίσιο του έργου θα αναπτυχθεί μια σειρά δραστηριοτήτων που θα φέρουν σε επαφή πανεπιστήμια, ΜμΕ και συλλογικούς φορείς. Τα επιδιωκόμενα αποτελέσματα είναι:

- Μια σειρά πιστοποιημένων προγραμμάτων εκπαίδευσης και κατάρτισης για περισσότερους από 700 επαγγελματίες, κυρίως προσωπικό των ΜμΕ που ασχολείται με τη χρήση της ενέργειας αλλά και ενεργειακών επιθεωρητών.

- Η προώθηση ενεργειακών επιθεωρήσεων σε ΜμΕ, η παροχή τεχνικής βοήθειας και συμβουλευτικών υπηρεσιών για την εξοικονόμηση ενέργειας σε τουλάχιστον 160 επιλεγμένες πιλοτικές ΜμΕ, και
- Η ανάπτυξη τεσσάρων (4) εργαλείων για κατάρτιση και υποστήριξη, που περιλαμβάνουν:
 5. Ένα προηγμένο εγχειρίδιο εκπαίδευσης σε 7 γλώσσες,
 6. Μια διαδικτυακή πλατφόρμα για την ενεργειακή ανάλυση,
 7. Ένα εργαλείο για την ενεργειακή παρακολούθηση και την επιλογή βέλτιστων στόχων εξοικονόμησης ενέργειας
 8. Ένα εργαλείο για την καταμέτρηση και την επαλήθευση των αποτελεσμάτων ενεργειακών παρεμβάσεων.

Το έργο SMEmPower Efficiency χρηματοδοτείται από τον πρόγραμμα Horizon 2020, στο πλαίσιο της θεματικής ενότητας 'Capacity building programmes to support implementation of energy audits' – «Προγράμματα ανάπτυξης ικανοτήτων για τη στήριξη της υλοποίησης των ενεργειακών ελέγχων».

Στους στόχους του έργου συμπεριλαμβάνονται:

- Η εξοικονόμηση πρωτογενούς ενέργειας: 24.86 GWh/έτος.
- Η επαφή και η συνεργασία με 160 ΜμΕ.
- Ο σχεδιασμός και η υλοποίηση 24 πιστοποιημένων προγραμμάτων κατάρτισης στις χώρες που συμμετέχουν στο έργο.

Ενδιαφέρεστε να μάθετε περισσότερα ή να συνεργαστείτε μαζί μας στο έργο SMEmPower Efficiency; Επικοινωνήστε μαζί μας:

Καθηγητής Γρηγόρης Παπαγιάννης
Εργαστήριο Συστημάτων Ηλεκτρικής Ενέργειας
Τμήμα Ηλεκτρολόγων Μηχανικών και Μηχανικών ΑΠΘ
e-mail: gpapagia@ece.auth.gr

2.3. In Italian

SMEmPower Efficiency – Un nuovo progetto europeo per migliorare l'efficienza energetica nelle PMI

Il 19 settembre il progetto SMEmPower Efficiency ha preso il via. Il progetto è il risultato della collaborazione di dieci partner europei, guidati dalla *Aristotle University* di Salonicco, Grecia.

Titolo originale del progetto è "A holistic framework for Empowering SME's capacity to increase their energy efficiency- SMEmPower Efficiency", "Una struttura olistica per rafforzare la capacità delle PMI di aumentare la loro efficienza energetica - SMEmPower Efficiency". Il progetto si focalizza sul risparmio energetico nelle piccole e medie imprese in otto nazioni dalle principali aree geografiche dell'Europa: l'Ovest (Spagna), il centro (Germania e Italia), il Nord (Regno Unito), Est e Sud Europa (Romania, Slovenia, Grecia, Cipro).

Il target di SMEmPower sono le PMI e il loro efficientamento energetico attraverso l'implementazione della Direttiva sull'Efficienza Energetica (2012/27/EU). In generale gli obiettivi del progetto sono:

- introdurre meccanismi di risparmio energetico all'interno delle loro attività produttive;
- determinare un significativo e quantificabile risparmio energetico per le PMI;
- istituire una adeguata cultura dell'efficienza energetica;
- innescare almeno 4 milioni di euro di investimenti nel miglioramento dell'efficienza energetica.

SMEPower Efficiency si svolgerà in 36 mesi, nei quali saranno distribuite una serie di attività che coinvolgeranno università, PMI e associazioni nazionali. I risultati attesi durante il corso del progetto includono:

- Realizzazione di una serie di corsi integrati e accreditati di istruzione e formazione (E&T - Education & Training) per più di 700 professionisti, concentrandosi sullo staff delle PMI delegato all'energia.
- Supporto alle diagnosi energetiche, assistenza tecnica e consulenza sul risparmio energetico in almeno 160 casi pilota selezionati tra le PMI.
- Sviluppo di quattro strumenti di formazione a disposizione degli utenti:
 1. un manuale di training avanzato in 7 lingue;
 2. una piattaforma web per le analisi energetiche;
 3. un tool per Monitoring & Targeting;
 4. un tool per Measurement & Verification.

SMEPower riceve fondi dal Programma Horizon 2020, tema "Programmi di sviluppo delle capacità a supporto dell'attuazione degli audit energetici".

I risultati attesi dal progetto sono:

- Risparmio di energia primaria: 24.86 GWh/anno
- Numero di PMI coinvolte: 160
- Numero di programmi di corsi di formazione offerti: 24

Per maggiori informazioni o collaborazione con il progetto SMEPower Efficiency: Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr o info@smempower.com o per Italia smempower.italia@gmail.com

2.4. In Romanian

SMEmPower Efficiency – Un nou proiect european pentru îmbunătățirea eficienței energetice în IMM-uri

În data de 1 septembrie a început proiectul SMEmPower Efficiency.

Proiectul este rezultatul eforturilor comune a zece parteneri UE, fiind coordonat de Universitatea Aristotel din Salonic, Grecia.

Proiectul „Un cadru holistic pentru susținerea IMM-urilor în creșterea eficienței energetice - SMEmPower Efficiency” se concentrează pe creșterea economiilor de energie în întreprinderile mici și mijlocii, implicând opt țări din principalele regiuni geografice din Europa: Vest (Spania), Central (Germania, Italia), Nord (Marea Britanie), Europa de Est și de Sud (România, Slovenia, Grecia, Cipru).

Proiectul SMEmPower este dedicat IMM-urilor, urmărind să le sprijine în implementarea Directivei privind eficiența energetică (2012/27 / UE), iar obiectivele generale ale acestuia sunt:

- să introducă mecanisme de economisire a energiei în cadrul activităților de zi cu zi;
- să aducă economii semnificative de energie pentru IMM-uri;
- să stabilească o cultură energetică adecvată;
- să declanșeze investiții de cel puțin 4 milioane de euro în eficiența energetică.

Proiectul SMEmPower Efficiency se va desfășura pe o perioadă de 36 de luni și are în vedere o serie de activități care reunes universități, IMM-uri și asociații naționale. Rezultatele dorite a fi obținute includ:

- Furnizarea unei serii de cursuri integrate și acreditate de educație și formare profesională pentru peste 700 de profesioniști, care vizează personalul IMM-urilor din domeniul energetic.
- Realizarea de analize energetice, oferirea de asistență tehnică și consultanță pentru obținerea economiilor de energie în cel puțin 160 de site-uri pilot ale IMM-urilor selectate.
- Dezvoltarea a patru instrumente de formare de durată:
 1. un manual de instruire în 7 limbi;
 2. o platformă web pentru analiză energetică;
 3. un instrument pentru Monitoring & Targeting;
 4. un instrument pentru Measurement & Verification.

SMEmPower a primit finanțare prin Programul Orizont 2020, în cadrul „Programelor de consolidare a capacităților pentru sprijinirea implementării auditurilor energetice”.

Targetul proiectului este:

- Sa obțină economii de energie primară de 24,86 GWh/an
- Sa se adreseze unui număr de 160 IMM-uri
- Sa ofere 24 de programe de cursuri pentru formare

Doriti să aflați mai multe detalii sau să lucrați cu noi în cadrul proiectului SMEmPower Efficiency?

Ne puteți contacta:

Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr
Agnese Riccetti, EnerGiaDa, agnese.riccetti@gmail.com

2.5. In Slovenian

SMEmPower Efficiency – Nov evropski projekt, ki stremi k izboljšanju energetske učinkovitosti v MSP-jih

1. septembra 2019 se je začel projekt SMEmPower Efficiency.

Projekt je rezultat skupnih prizadevanj desetih partnerjev iz osmih držav EU. Glavni koordinator projekta je Aristotle University of Thessaloniki (Grčija).

Projekt 'Celovit pristop k energetske učinkovitosti v malih in srednje velikih podjetjih- SMEmPower Efficiency' se osredotoča na energijske prihranke v malih in srednje velikih podjetjih (MSP), zajema pa osem držav iz glavnih geografskih regij Evrope: Zahodna (Španija), srednja (Nemčija, Slovenija), Severna (VB), vzhodna (Ciper) in južna/jugovzhodna Evropa (Romunija, Italija, Grčija).

Ciljna skupina SMEmPower projekta so mala in srednje velika podjetja in podpora le-tem pri implementaciji Direktive o energetske učinkovitosti (2012/27/EU), s pomočjo katere so zato splošni cilji projekta:

- uvedba mehanizmov energijskih prihrankov pri vsakodnevnih aktivnostih;
- bistveni energijski prihranki v MSP-jih;
- uvedba ustrezne 'energetske kulture';
- spodbujanje vsaj 4 mio € investicij v izboljšanje energetske učinkovitosti.

SMEmPower Efficiency traja 36 mesecev, v tem času se bodo zvrstile razne dejavnosti, ki bodo povezale izobraževalne ustanove (univerze), MSP-je in nacionalne organizacije. V sklopu projekta je predvideno:

- razvoj integriranega brezplačnega programa izobraževanja in usposabljanja, namenjenega več kot 700 zaposlenim, strokovnemu osebju in vodstvu MSP.
- zagotavljanje energetske raziskav, tehnične podpore in temeljitega svetovanja pri upravljanju z energijo in prihrankih energije na vsaj 160 izbranih pilotnih MSP-jih.
- razvoj štirih dolgoročnih izobraževanih orodij:
 9. priročnik za usposabljanje v sedmih jezikih;
 10. spletna platforma za energetske strokovnjake;
 11. spletno orodje Monitoring & Targeting;
 12. spletno orodje Measurement & Verification.

SMEmPower je financiran s strani programa Horizon 2020, v tematskem okvirju 'Programi krepitve zmogljivosti pri podpori implementacije energetske pregledov'.

Glavni (okvirni) cilji projekta so:

- Prihranki primarne energije: 24.86 GWh/leto
- Št. pilotnih MSP-jev: 160
- Št. brezplačnih programov izobraževanj in usposabljanj: 24

Ali ste zainteresirani in želite izvedeti več o našem delu in projektu SMEmPower Efficiency?

Prosimo kontaktirajte:

Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr

Dragica Marinič, dragica.marinic@stajerskagz.si

Dejan Tasić, dejan.tasic@stajerskagz.si

2.6. In Spanish

SMEmPower Efficiency – Un nuevo proyecto europeo para mejorar la eficiencia energética en las PYMES

El 19 de septiembre se puso en marcha el proyecto SMEmPower Efficiency.

El proyecto es el resultado de la colaboración de diez socios europeos, encabezados por la *Universidad Aristóteles* de Tesalónica, Grecia.

El Proyecto '*Un marco holístico para potenciar la capacidad de las PYMES de aumentar su eficiencia energética - SMEmPower Efficiency*' se centra en el ahorro de energía en las pequeñas y medianas empresas, el cual abarca ocho países de las principales regiones geográficas de Europa: Oeste (España), Centro (Alemania, Italia), Norte (Reino Unido), Este y Sur de Europa (Rumanía, Eslovenia, Grecia, Chipre).

El objetivo de SMEmPower son las PYMES, con el fin de apoyarlas en la aplicación de la Directiva sobre la Eficiencia Energética (2012/27/EU). Los objetivos generales del proyecto son:

- Introducir mecanismos de ahorro energético en sus actividades diarias;
- Proporcionar ahorros energéticos significativos y validados para las PYMES;
- Establecer una cultura energética adecuada;
- Activar, al menos, 4 millones € de inversiones en la mejora de la eficiencia energética.

SMEmPower Efficiency es un proyecto de 36 meses, durante los cuales se realizará una serie de actividades que reunirá a universidades, PYMES y asociaciones nacionales. Entre los principales resultados del proyecto se incluye:

- Impartir una serie de curso integrados y acreditados de Educación y Formación (E&T) para más de 700 profesionales, dirigidos al personal de las PYMES relacionadas con la energía.
- Realizar diagnósticos energéticos, proporcionar asistencia técnica y asesoramiento sobre el ahorro de energía en, al menos, 160 instalaciones piloto de las PYMES seleccionadas.
- Desarrollar cuatro herramientas de formación a disposición de los usuarios por un largo periodo:
 5. Un manual de formación avanzada, en 7 idiomas;
 6. Una plataforma web para el análisis energético;
 7. Una herramienta para la Vigilancia y Orientación (M&T);
 8. Una herramienta para la Medición y Verificación (M&V).

SMEmPower recibe financiación del Programa Horizonte 2020, perteneciente a la temática “Programas de creación de capacidad para apoyar la realización de auditorías energéticas”.

Los resultados esperados del proyecto son:

- Ahorro de energía primaria: 24.86 GWh/año
- Número de PYMES participantes: 160
- Número de programas de formación ofrecidos: 24

Para más información o si desea colaborar con nosotros en el proyecto SMEmPower Efficiency, por favor, póngase en contacto con:

Grigoris Papagiannis, AUTH, gpapagia@ece.auth.gr

Agnese Riccetti, EnerGiaDa, agnese.riccetti@gmail.com

info@smempower.com