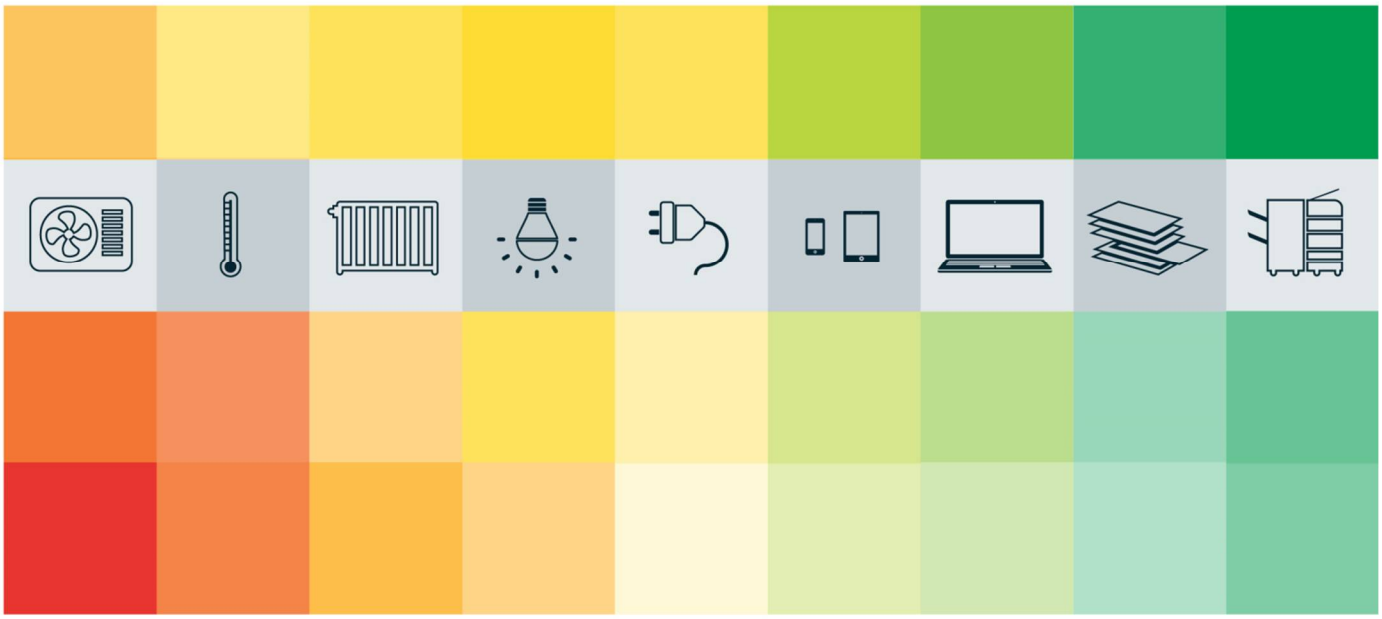
ENGAGING EUROPEAN STARTUPS AND YOUNG SMES FOR ACTION FOR SUSTAINABLE ENERGY



D5.2 Training of Trainers manual

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- ❑ Public
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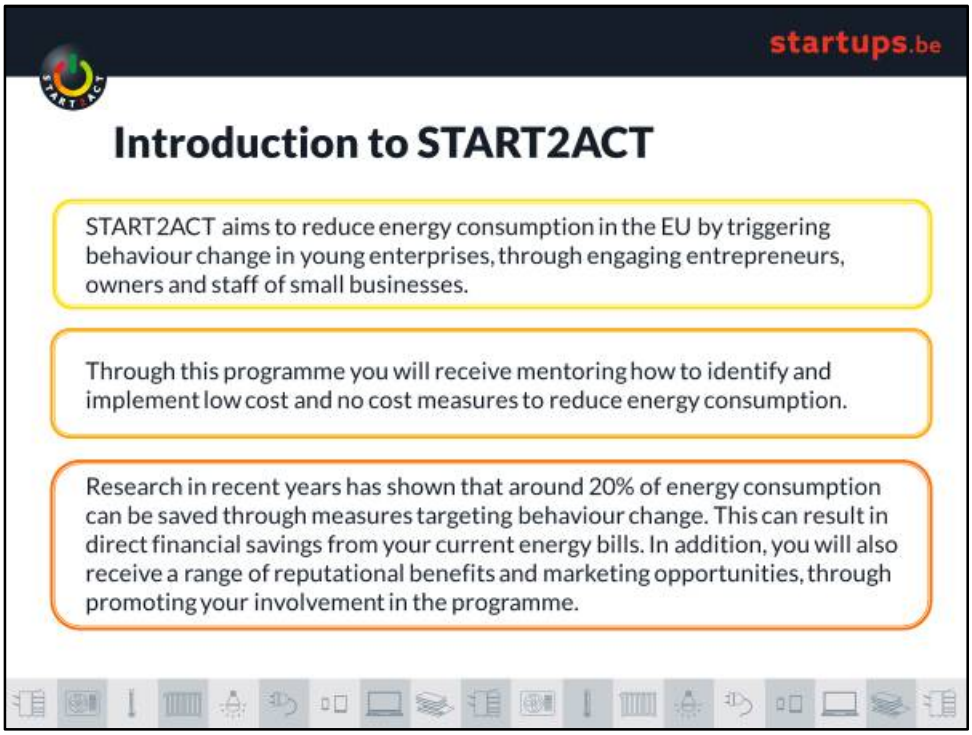
1. Introduction to the project

What is START2ACT?

START2ACT's mission is to help young SMEs and startups save energy and cut costs at work by introducing simple yet effective energy efficiency measures into their daily routines. To achieve this, we are offering free-of-charge mentoring and training activities in the participating countries: Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and United Kingdom.



2. How to conduct the mentoring sessions

2.1 Preparation

Startup companies are in general short of time as their agility determines success or failure. Make sure that the content is relevant to their needs, e.g.: do not talk about energy-efficient production extensively if none of the participating companies work on a physical product (hardware or consumer goods).

In general, co-working spaces, incubators and accelerators have a main community organizer person who oversees events and training agenda. By contacting him/her, you can arrange a session and a room with the necessary equipment.

It is also recommended to send an invitation in advance with a detailed agenda to distribute among the startups.

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2.2 Format

The presentation takes between 45-60 minutes to go through. A 15-minute intro time and another 15 minutes for questions should be calculated, thus altogether 1.5 hours to be allotted for a session.

Ideally, between 10-20 startups would attend a session. With a higher number, it becomes more difficult to conduct the mentoring efficiently. Of course, individual cases are possible, e.g.: there is not enough interested startup in one incubator, whereas in another one the session is oversubscribed. Normally the mentoring information session is suitable for a broader audience as well, yet to apply a more personalized approach, smaller groups are preferred. Personal approach in general is expected to yield better conversion to become engaged users of the START2ACT platform.

2.3 Setup

Introduction

The first step is a round of introduction: name, company, domain (see: verticals in Appendix) and whether they use energy in their operations extensively, they work from co-working or own office and if they are aware of using energy for their operations (e.g: footprint of data warehouses). It helps to steer the mentoring in a direction which is useful for all participants.

- Introduce yourself: who are you, which company you work for and in what vertical your startup is active
- Office: where do you work from? Co-working, rented space, own office or remotely?
- Energy use: how much energy do you consume in your office and operations?

Training

The Startup Training Kit provides the baseline of the session with recommended order of topics. Q&A can be inserted and topics which prove irrelevant to the respective audience should be skipped. If all the participants are working from a shared office space, then it is recommended to ask whether they would like to go through all the variations of office renting. Similarly, if the audience is mostly made of energy-related companies, then the first part should be shortened – chances are they are already well aware of the importance of energy savings.

On-site feedback form

Not only to collect direct feedback, but also for the reason of email address collection (with attention to given consent!) and follow-up activities. The feedback form aims to collect feedback on the session, an example is available in the Appendix in the Handbook.

Follow-up offering

Depending on your availability and capacity, you can offer follow-up services for the participants on the top of the START2ACT online offering.

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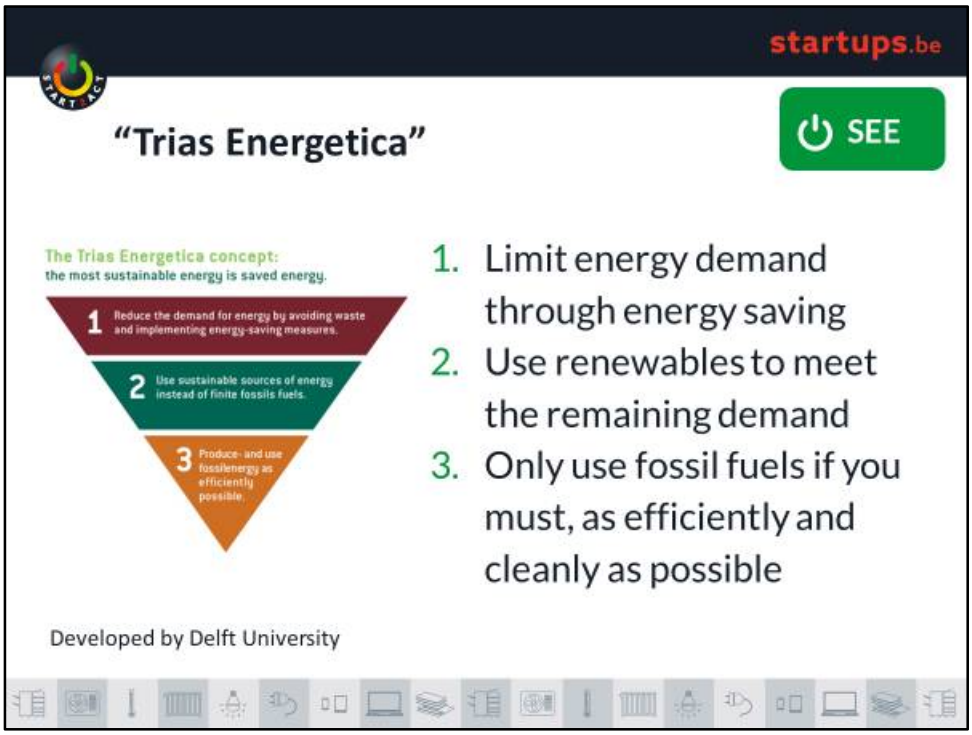
3. Energy use in general (SEE)

The goal is to understand energy consumption and its everyday implication. Awareness raising of the consequences of extensive energy use, and conveying messages that you can make steps on individual and company level as well to reduce harmful effects (long-term thinking). Also, make a point that energy contracts and energy saving in general is usually an overlooked aspect in business planning, yet for startups every euro counts. With a few, simple steps startups can reduce their energy bill substantially, and with long-term strategic thinking they could gain by investing in energy efficient solutions.

In the first part of the training, you are explaining the START2ACT premise: SEE-CHECK-ACT. In the "SEE" part, startups are introduced to the basics of energy: the principles of energy use ("trias energetica"), what an average carbon footprint looks like and will also be shown consumption examples from the respective country. In this session the trainer is adviser to research and use country-specific data to adapt the content to the audience.

Preparation: 1-2 weeks in advance research local data regarding consumption in the country

Trias energetica is a smart approach of energy consumption. The concept developed by Delft University to act as a guide to climate neutrality should be explained as an example not to take energy for granted, and use sustainable or low- and clean-energy consuming options whenever it is possible.



Carbon footprint is an expression almost everyone heard of, yet it provides a good baseline understanding to explain its meaning and what it is made of. To make it tangible, it is recommended to use individual examples and comparisons. E.g.: long-haul flights: http://www.travelmath.com/flight-emissions/

Calculator: http://www.bilans-ges.ademe.fr/en/accueil/contenu/index/page/calculation_methods/siGras/0

Proposed example: volume of carbon footprint of a long-haul flights for a short visit

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Note: the point is not to create guilt, rather to raise awareness, thus it is advised to point out that in many cases it is difficult to choose the ethical option. However, by knowing the consequences, here comes the behavioural change, it is likely that startup founders and employees will become more considerate and will make more energy-friendly choices in the future.

To make **energy consumption** more tangible to the participants, it is recommended to look up and use country-specific data charts and infographics. Showing the local consumption data comes as a surprise to many. Making a comparison to countries of similar size and characteristics puts data into perspective and can activate the participants to act in favour of energy saving in the future.

Indicators and statistics should be looked up at International Energy Agency's website ->

https://www.iea.org/statistics/statisticssearch/report/?country=BELGIUM=&product=indicators

https://www.iea.org/countries/membercountries/belgium/statistics/

4. Measuring energy use (CHECK)

In the next session, CHECK, startups will learn how they can check and control their energy consumption. They will also receive tips on how to choose which type of working setting is right for them, and what kind of questions could help determine an offer for an office. Furthermore, a few tips about easy-to-implement energy saving tips will guide the startups. The CHECK session is about raising awareness of simple steps, which are easy to introduce from early in the company culture. The tips can be customized based on the experience of the trainer, and extra tips and resources can be offered.

Energy monitoring

Several tools and services are at disposal to make conscious decisions regarding monitoring the use of energy by individuals and companies. It is advised to make a difference between individual consumption, the energy operations consume (office) and production or manufacturing. Other examples can be added (audit for instance).

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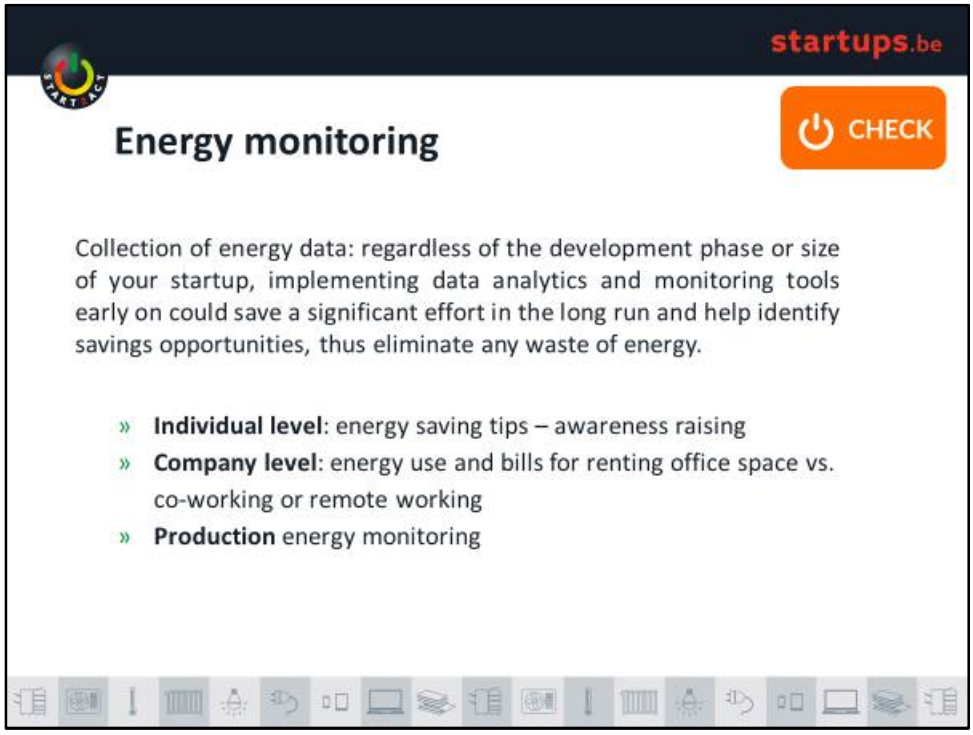
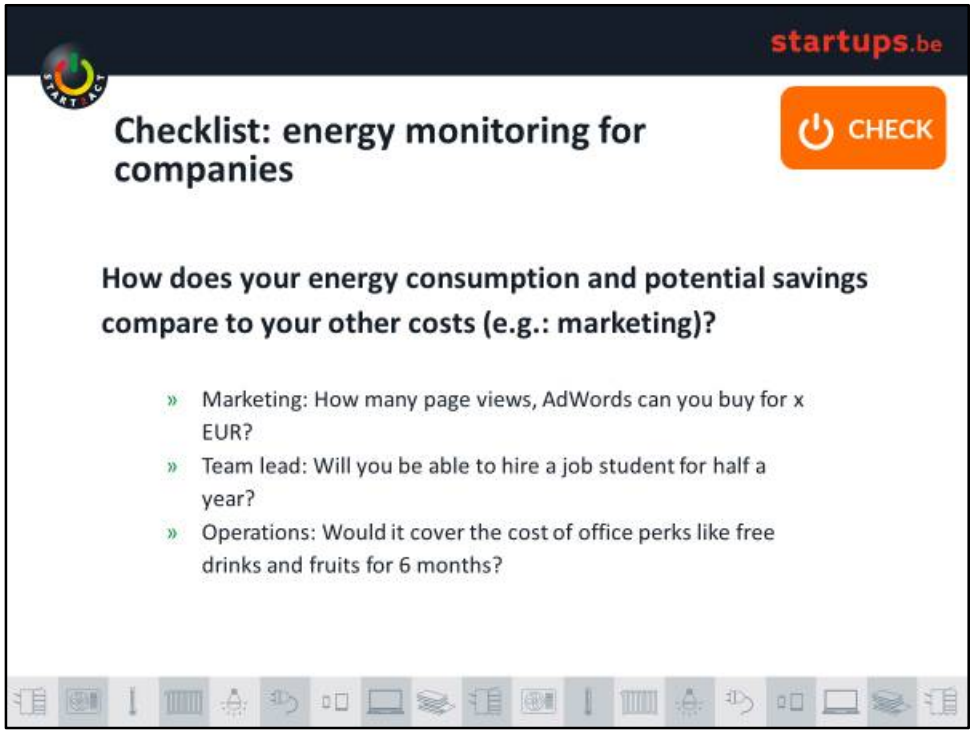


Energy savings vs. other costs

How does your energy consumption and potential savings compare to your other costs (e.g.: marketing)?

By introducing relatively simple measures, which will ideally become habits, a significant amount of cost reduction can be realized, yet it is sometimes overlooked by managers. Research shows that x % saving would result in x EUR in savings.



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Exercise:

Once the amount is determined based on the average size of companies attending (if there are bigger companies active in manufacturing, numbers should be adjusted to provide a realistic comparison), ask the startups what that money could buy them in terms of marketing/sales/HR.

Examples:

- Marketing: How many page views, AdWords can you buy for x EUR?
- Team lead: Will you be able to hire a job student for half a year?
- Operations: Would it cover the cost of office perks like free drinks and fruits for 6 months?

Sources to look at additionally:

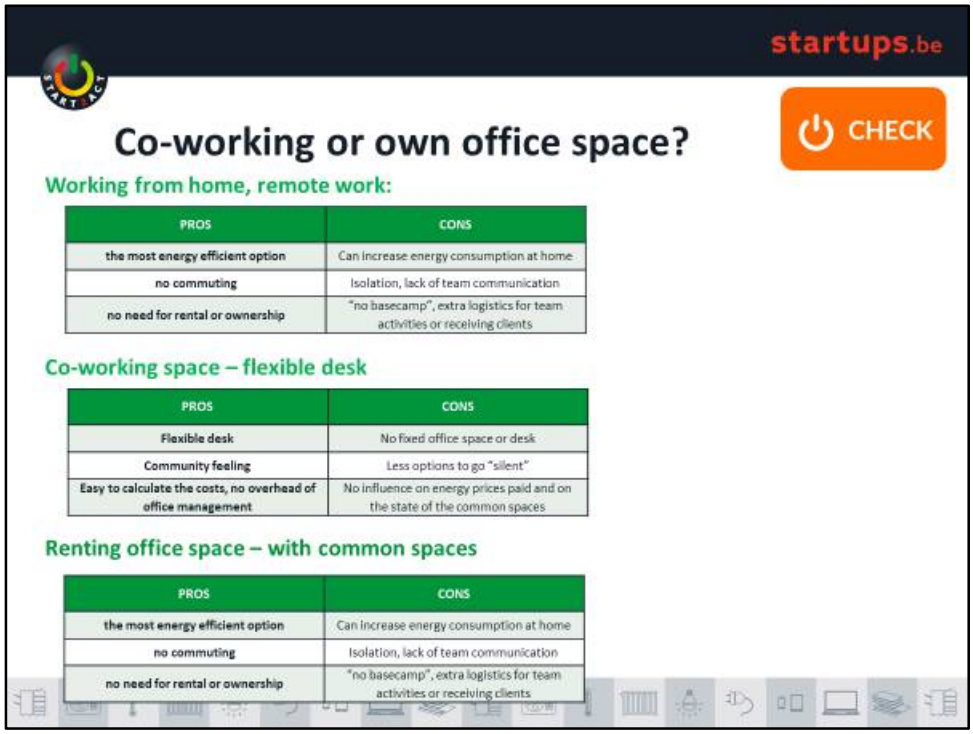
http://www.iea.org/publications/freepublications/publication/EnergyEfficiencyIndicatorsHighlights_2016.pdf

https://www.wellcertified.com/

https://www.energinvest.be/tools

Co-working or own-office?

In this session, different options will be discussed, based and tailored to the answers received during the introduction. If most participants are working from co-working, then discussion should be about whether they are planning to move to an own office, and if they do so, then what aspects they should consider in the offers. On the other hand, if most of them work from their own offices, discuss the energy saving conditions, e.g.: do they have metering separately or they pay a lump sum; how much influence they have on how the rooms not in use are heated/ventilated/lit, etc.



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In all scenarios, a pros and cons analysis would provide an overview of the different options. Usually a combination of methods will result in the most suitable and energy efficient option customized for the companies. There is no best or worst option, it is important to highlight as well, yet the goal of the exercise is to inform the participants about the wealth of possibilities, and how they should consider the rental cost.

Sample questions from the facility owner/property manager:

- How the utility bills are comprised?
- Is there an option to install individual metering?
- How are the common spaces are used/metered?
- Does the building own energy certificates?
- What is the level and state of insulation?
- Check also the location of the individual office: windows location, daily sunshine, neighbouring offices
- Is it considered to apply co-investment options and produce the building's own energy (Energy Performance Contract)?

5. Energy saving actions (ACT)

The last session is the conclusion of the introduction, awareness raising and practical ways of monitoring and conscious decision-making. In this part participants will see concrete actions in buying equipment, commuting and funding/co-investment.

Procurement is a viable option also for startups when it comes to energy and cost efficiency. Based on the country, there are public websites where they should look up how to go for tenders and create bids. Some websites are also helpful to monitor prices, not to mention best practices used by similar companies. In co-working spaces or shared offices co-investment or shared cost can lead to even better offers in acquiring equipment. Not only energy savings and offices, but means of transport and mobility solution will be explained, which is arguably one of the easiest way to shed a light on energy efficiency on individual level.

Everyday tips for energy savings

Following up on monitoring, to make it practical, use examples what you can do to save energy immediately:

- Switch off all non-essential lighting out of business hours – to save 10% of lighting costs
- Switch off all PCs, laptops and monitors when not in use – to save 5% of energy costs
- Experiment with switch-on and switch-off times for heating and air conditioning and switch off before the end of the working day - to save 20% of heating and cooling costs

Here you can add as many examples as you have, also what you are using for the WP4 SME mentoring session – in this aspect tips are practically the same!

Equipment sustainability & procurement

Procurement can sound such a scary term, especially for a small startup company. Yet the myth should be debunked, and procurement options should reach to small businesses as it could result in considerable saving on cost. Buying

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office equipment amounts to a substantial chunk of operational budget, not to mention the extra work involved in choosing/ordering/installing them Price tag of equipment

Mobility as a way of saving

To save energy, there are simple ways to start, for example by looking at the way the employees commute to work. Use of public transport instead of car (incentivizing by providing perks), checking the options of commuting by bike (bike-sharing opportunities, owning a fleet of office bikes), or if none of these options work in the given circumstances, a well-organised and supported carpooling system can reduce the energy emission significantly. Introducing the option of remote work whenever the workload allows, or incentivizing the use of co-working spaces or common spaces to work can also reduce cost, and could provide benefits for the employee (more freedom over their time).

- car sharing incentives
- negotiating deals with oil companies
- location of the office should be close to train stations (public transport)
- electric bicycles

Investment & funding (country-specific!)

Energy investment used to be costly which required planning and expertise. As renewables started to gain popularity, local governments allocate more diversified funding and subsidies to energy efficiency.

Co-investment in producing one's own energy is becoming available to a higher number of companies. In general, return on investment in energy efficiency methods takes years, therefore the best time of investing is "the earlier is the better".

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Co-investing opportunities:

- https://rescoop.eu/
- https://www.ecconova.com/

6. Green accelerators & incubators

Before concluding the session, startups are in general interested in acceleration and incubation programme. If there are startups active in the energy, smart cities, sustainable development or logistics domain, show them options in the respective country, also Europe-wide where they can apply.

Initiatives in Europe and in the participating countries

Europe-wide:

- Rockstart: https://www.rockstart.com/accelerator/smart-energy/
- Climate-KIC: http://www.climate-kic.org/
- Startupbootcamp: https://www.startupbootcamp.org/accelerator/smart-transportation-energy/

Country-specific data (non-exhaustive list):

COUNTRY	PROGRAMMES
BELGIUM	Watt Factory, GreenBizz, GreenVille
BULGARIA	LauncHub, Cleantech Bulgaria, Eleven
CROATIA	ZIP
CZECH REPUBLIC	Startup Yard, StarCube
HUNGARY	Traction Tribe, Digital Factory, Hiventures, iCatapult, Design Terminal, Oxo Labs, CEED Tech HU
POLAND	GreenEvo, Starter Rocket, Bitspiration Booster,StartupHub Warsaw, AIP Seed Capital, hub:raum, Huge Thing
ROMANIA	Innovation Labs, Connect Accelerator, Spherik, Simplon, TechHub
SLOVAKIA	The Spot, CEED Tech, RubixLab
THE UK	Bethnal Green Ventures, Digital Greenwich, EcoMachines Incubator, Catapult, Collider, Ignite

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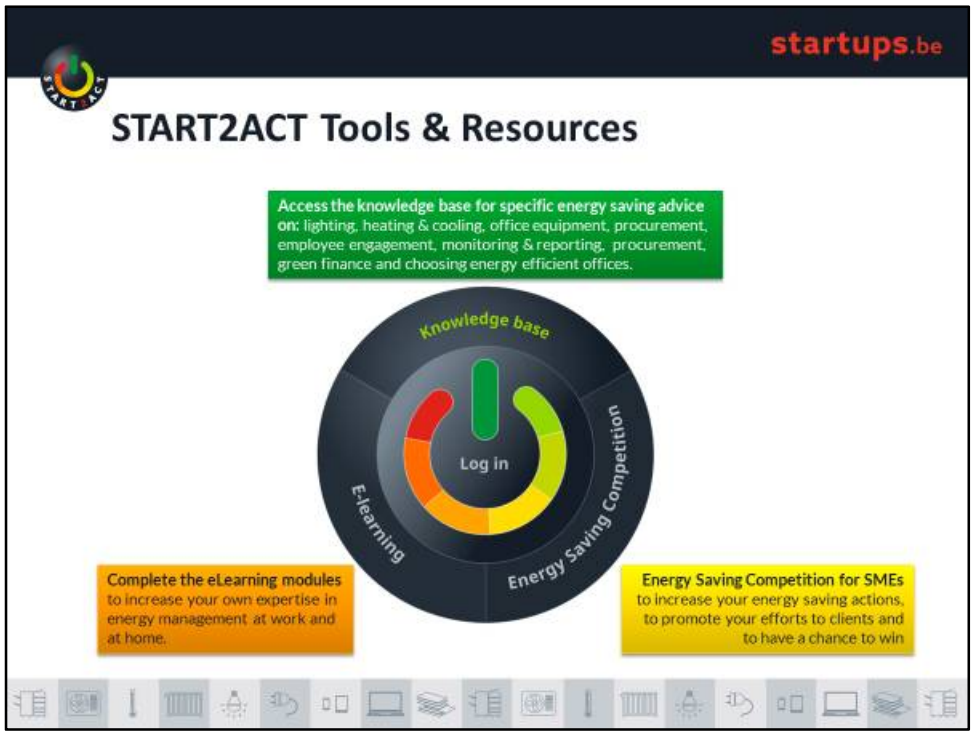
7. START2ACT tools and resources

At the end of the session, make sure that the participating startups are aware of the possibilities START2ACT could offer for them: the online knowledge platform, the competition and the e-learning modules. If capacity allows, it is also advised to ask startups if they are interested to receive expert advice on a specific topic, and then follow-up on that. Here it is important to highlight that the competition applies to the SMEs only.



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