



**For immediate release**

## **PRESS RELEASE**

### **START2ACT TO LAUNCH ENERGY EFFICIENCY SUPPORT ACTIVITIES FOR YOUNG BUSINESSES**

**Budapest, Hungary, 28. February 2017 - From Spring 2017, START2ACT is launching its free-of-charge energy efficiency support activities for young SMEs and startups in nine European countries over the upcoming two years. START2ACT aims to help young SMEs and startups to save energy and cut costs at their workplace and boost their competitiveness.**

The growing intensity of global business competition calls for greater consideration for resource efficiency on the EU Market as well. As young businesses constitute the drivers of future European economy, START2ACT addresses this challenge by offering them customised support and mentoring on energy efficiency.

Research has shown that existing energy consumption can be reduced by 20% through behaviour change. Following this notion, one of START2ACT's partners and leading UK energy efficiency expert Carbon Trust expressed that the introduction of simple and affordable measures such as good care and maintenance of office equipment or energy-conscious procurement can significantly curb utility costs.

#### **Why is support necessary if energy efficiency measures are easy to implement?**

The results of the START2ACT survey conducted in Autumn 2016 demonstrated that young businesses often struggle with incorporating energy efficiency into their daily activities. While specific actions might often be easy to implement on an arbitrary basis, it is crucial for the whole company to consistently engage in energy efficiency through conscious behaviour and procurement strategies. Hence, the mission of START2ACT is to provide guidance and thus facilitate the transition towards a green and sustainable office routine.



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## START2ACT's available and upcoming support activities

By saving energy and cutting costs, START2ACT helps young SMEs and startups to unlock their full potential and thus gain a competitive edge within their respective markets. To achieve this aim, the project is going to offer bespoke mentoring and training, free of charge.

START2ACT's first activities, [business breakfasts for energy efficiency](#), are already up and running in our [partner countries](#). These free events enable managers and entrepreneurs of young businesses to network, exchange experiences and expand their knowledge about energy efficiency at the workplace. Upcoming nearby events can be found at [www.start2act.eu](http://www.start2act.eu).

From Spring 2017 onwards, two additional free services for young SMEs and startups will be available, to which interested people can already sign up via the project's web page:

- Personalised mentoring which will help find solutions to their energy-efficiency related issues;
- A customer-friendly online platform with hundreds of tips on energy efficiency tailored to their needs.

## Who we are

The START2ACT consortium is a group of international energy and entrepreneurship experts who joined forces to make small businesses greener and more energy efficient with the support of the European Union's Horizon 2020 research and innovation programme. It consists of 11 partners from Belgium, Bulgaria, Croatia, Czech Republic, Hungary, the Netherlands, Poland, Romania, Slovakia and the United Kingdom.

For more information about START2ACT, please visit [www.start2act.eu](http://www.start2act.eu)

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