

## D4.3 Reports on the local on-site capacity building activities (First)

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	NAME	ORGANISATION
<b>AUTHOR</b>	Daniel Frohnmaier	GEO
<b>CONTRIBUTORS</b>	Lucy Hunt, Paul McKinney	CT
	Nicoleta Ion, Mihai Cristian Tintareanu	ENERO
	Marta Kovalovská	ENVIROS
	Matija Vajdić, Ilja Drmač	EIHP
	Balázs Kozák	GEO
	Marta Mazurkiewicz, Karolina Loth-Babut	KAPE
	Miloš Staščík	SIEA
	Nadya Nikolova-Deme	SOFENA

## DISSEMINATION LEVEL

- Public
- Confidential, only for members of the consortium (including the Commission Services)

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# 1. Introduction

This deliverable provides a first update and summary reports on the two different activities, organised within the framework of WP4 by the START2ACT partners from BG, CZ, HR, HU, PL, RO, SK and UK, which are the following:

- » Business Breakfasts
- » On-site capacity building activities

The activities organised within WP4 target mainly young SMEs, whilst the activities in WP5 address startups, the second target group within START2ACT.

**Business Breakfasts** aim at bringing together a critical mass of young SME owners and relevant managers who are in charge of strategic decisions at their companies and provide them with information on energy management at offices and an action plan to help save energy. Additionally, the events are designed to provide a networking opportunity for the participants, mostly in the format of a free snack or meal such as a breakfast. Business Breakfasts are mainly characterised by a one-to-many format, where information on energy efficiency is spread to an audience of mainly owners and managers of young SMEs who then take this information into their respective SMEs.

Monitoring of the effectiveness of the Business Breakfasts is based on feedback forms (see APPENDIX V: Feedback Form, Business Breakfast) filled in by the participants of each Business Breakfast event on an optional basis. These feedback forms were not originally foreseen to be part of START2ACT monitoring and evaluation but were added shortly after the start of the programme to be able to evaluate the impact more effectively through primary data collection.

The **on-site capacity building activities** combine effectively the use of existing outreach networks of the partner organisations with a centrally developed and applied training methodology on energy efficiency. These activities are carried out as a one-to-one consultancy in offices of young SMEs. This training methodology was developed by the leader of WP4, Carbon Trust, and delivered to all participating partners at the [Training of Trainers event in March 2017](#).

As all involved partners are active in the energy efficiency field (energy agencies, consultancy companies), the Training of Trainers (ToT) event was instrumental in enhancing the existing expertise of the partners. Moreover, it had the purpose of defining a common methodology to be applied consistently by all involved partners during the on-site capacity building sessions. This methodology encompasses a training schedule (three visits to the client over several months, with several steps to cover at each visit) as well as an advanced monitoring strategy to accompany and evaluate the impact of the training activities.

The following two subsections will briefly introduce the methodology as well as the monitoring scheme of the on-site capacity building sessions. Chapter 2 contains a description of the Business Breakfasts activities as well as qualitative descriptions of the outreach activities undertaken by each partner. In chapter 3, each partner qualitatively describes the progress of the on-site capacity building activities and Chapter 4 discusses the sustainability of the START2ACT approach after the end of the project. *APPENDIX I: Business Breakfasts organised* provides a detailed list of all Business Breakfasts organised separated by organising partner. *APPENDIX II: On site capacity building activities* lists the on-site capacity building activities organised. APPENDIX III - V provide registration forms for the Business Breakfasts and the on-site capacity building activities as well as the feedback form template for the Business Breakfasts.

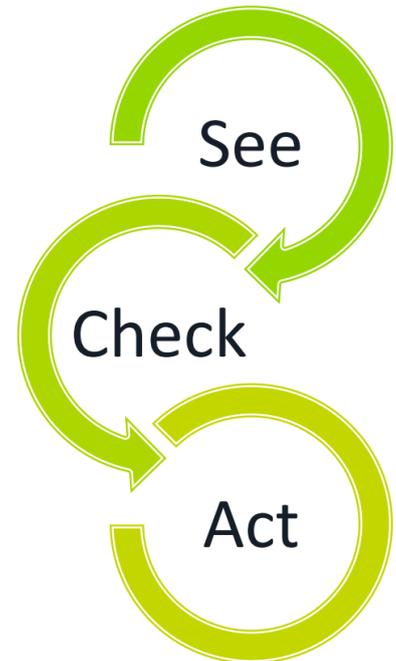
## 1.1 Methodology of the on-site capacity building activities

The START2ACT on-site capacity building activities are free-of-charge consultancy sessions that are delivered by the project partners to young SMEs in the involved START2ACT countries. The aim of this programme is to assist the young SMEs in identifying and embracing measures for energy efficiency at their companies through a series of three visits by the consultants of the START2ACT partners. As simple and no-cost measures have the potential to lead to significant energy savings, START2ACT emphasises behavioural change towards energy efficiency of the entire workforce as a key message of the project.

Each of the visits to the young SMEs includes the framework SEE – CHECK – ACT ([see D4.1 START2ACT Training Kit](#)) in order to structure the consultancy sessions in a manner that would allow significant progress, of each meeting and over the course of the series of meetings, respectively.

- » SEE – identifying and demonstrating energy saving potentials.
- » CHECK – assessing energy saving potentials and simulating cost/energy saving impacts, and
- » ACT – taking action to attain the identified and simulated potential

The START2ACT Handbook for on-site capacity building activities ([see D4.2 Handbook](#)) provides an explanation of the training methodology and instructions on how to implement the Training Kit.



## 1.2 Monitoring scheme of the on-site capacity building activities

A monitoring scheme, led by CentERdata, is an integral part of the on-site capacity building activities to keep track of the progress achieved during the visits. The monitoring scheme is described in detail in D2.3 Monitoring Methodologies which is available [here](#). Within this scheme, a set of four monitoring surveys has been created and each one is shared by the START2ACT consultants to be filled in by the participating young SMEs. The first survey is dedicated to capturing the baseline of each SME before the first visit, while the following three surveys measure progress after each visit.

All responses to the surveys will be stored by the Data Manager at CentERdata and, for personal data protection reasons, will only be accessible by this independent person. In a second step, the Data Manager at CentERdata will provide the START2ACT partners with the responses of the SMEs trained in a spreadsheet which will be sent out once a month. This ensures that the local partners will be able to map the progress made within the on-site capacity building activities, to prepare and adjust, if necessary, the following consultancy sessions.

The monitoring scheme with the respective results is an essential tool for the participating SMEs and the START2ACT partners to optimise the effect of the on-site capacity building for the individual SMEs. Qualitative and quantitative descriptions of the progress made within each of the consultancy visits will help the START2ACT consultants to provide the companies with more useful information than would be possible without the survey information.

## 2. Business Breakfasts

This section of the deliverable summarises the activities of the partners for the promotion and implementation of the START2ACT Business Breakfasts within the given period. *APPENDIX I: Business Breakfasts organised* gives detailed information on each breakfast organised until 31 July 2017 in separated tables for the participating partners. The following paragraphs describe the main challenges that START2ACT partners encountered when promoting and implementing the Business Breakfasts in their country. For each challenge a solution pathway is described, whereas the specific pathways in each participating country are adjusted due to country- and partner-specific experiences. These specific solutions can be found in the tables 2-9 of *APPENDIX I: Business Breakfasts organised*.

» **Challenge 1:** Events like the START2ACT Business Breakfasts experience a significant competition in all of the participating countries as there is a vast range of training courses, information events, free topical breakfasts etc. that are offered to (young) businesses on a regular basis. To get ahead of this competition the START2ACT Business Breakfasts need to be placed and promoted as an opportunity for each participant to receive information that is crucial for the successful and competitive operation of their business as well as the contribution to ambitious climate goals.

**Solution 1:** For this reason, START2ACT partners have been cooperating with their stakeholder- or other umbrella organisations, i.e. universities, local councils, government representatives, business growth hubs, industry associations, banks and funders, consultants and other institutions that maintain economic relations to networks of young SMEs for the promotion and in many cases also for the co-organisation of the Business Breakfast itself. This case brings mutual benefits to both involved: on the one hand, the START2ACT partner can reach out to a larger network of contacts provided by the stakeholder; and on the other hand, the stakeholders have the chance to work together with experts to add energy efficiency to their service portfolios, which is highly relevant for their members. With this proactive approach, the START2ACT partners encounter young SMEs at those events and through those organisations which are relevant to them and their business. In *APPENDIX I: Business Breakfasts organised* the co-organising institutions are mentioned for each of the Business Breakfasts, along with their specific contributions.

» **Challenge 2:** It has become apparent in all participating START2ACT partner countries, that the target group, i.e. young SMEs < 5 years of operation and < 50 employees, is particularly difficult to reach. Despite the partners dedicating significant efforts into directed outreach to invite representatives of young SMEs (see below 'Outreach activities by the START2ACT consortium'), the numbers of participants at the Business Breakfasts remained below the set targets as well as below expectations.

**Solution 2:** While concentrating the outreach and promotion focus on the target group (young SMEs < 5 years of operation and < 50 employees), the partners will also allow representatives from startups (the second target group in START2ACT) and companies outside the target group (SMEs, large organisations, public organisations, NGOs) to participate in the Business Breakfasts. The reason is for this is twofold: (1) training material on energy efficiency developed for the Business Breakfasts is valid for startups (growing into young SMEs) and other types of enterprises as well; and (2) energy savings achieved by managers or employees resulting from the advice given at the START2ACT Business Breakfasts are not limited to young SMEs, but can also be achieved in other types of companies. It quickly became clear that the content that we were offering was interesting for other groups as well. In addition to this, umbrella organisations such as partners' stakeholder organisations, associations, chambers etc. (see Solution 1) attended the Business Breakfasts.

The energy saving impact of those attendees that were outside of the START2ACT target group will be considered separately. The diverse groups of these attendees are recorded in Table 1 below under ‘older/larger enterprises’, ‘umbrella organisations’ or ‘other’. Umbrella organisations include universities, local councils, government representatives, business growth hubs, industry associations, banks and funders, and consultants. The organisations counted within this category all have networks of the target group individuals, and generally attended within this capacity – of finding out more information to support their networks and customers. Research is still ongoing around what the inferred impact could be for these umbrella organisations and will be included as a new impact category in the final report. The ‘other’ category includes attendees from organisations without target networks, such as students and interested individuals. Whilst there will be an energy saving associated with these individuals, we will not include a calculation of this in the final report, as it is not possible to align the variety of motives that these individuals are presumed to have for attending the event.

**Table 1: Summary table listing numbers of attendees at all Business Breakfast events organised in the period 01.05.2016 – 31.07.2017, grouped by partners. Different categories are listed: Participants from the START2ACT target groups, from companies beyond the target group, from umbrella organisations and from other institutions.**

Partner	Event	No. of attendees from young SMEs and startups (Target groups)	No. of attendees from older/larger enterprises	No. of attendees from umbrella organisations	No. of attendees from other institutions	Total
SOFENA	01	9	14	3	0	26
SOFENA	02	8	17	0	0	25
SOFENA	03	10	3	13	0	26
SOFENA	04	8	6	6	0	20
<b>Σ SOFENA</b>		<b>35</b>	<b>40</b>	<b>22</b>	<b>0</b>	<b>97</b>
ENVIROS	01	cancelled				
ENVIROS	02	2	0	0	1	3
ENVIROS	03	12	0	0		12
ENVIROS	04	8	0	0	1	9
<b>Σ ENVIROS</b>		<b>22</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>24</b>
EIHP	01	9	5	4	0	18
EIHP	02	1	7	2	0	10
EIHP	03	7	7	2	3	19
EIHP	04	3	11	5	0	19
<b>Σ EIHP</b>		<b>20</b>	<b>30</b>	<b>13</b>	<b>3</b>	<b>66</b>
GEO	01	7	3	0	1	11
GEO	02	3	1	6	1	11
<b>Σ GEO</b>		<b>10</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>22</b>
KAPE	01	0	5	5	0	10
KAPE	02	3	14	0	0	17

Partner	Event	No. of attendees from young SMEs and startups (Target groups)	No. of attendees from older/larger enterprises	No. of attendees from umbrella organisations	No. of attendees from other institutions	Total
KAPE	03	9	0	0	5	14
KAPE	04	2	4	0	9	15
KAPE	05	5	2	0	8	15
KAPE	06	8	3	1	4	16
KAPE	07	2	2	0	16	20
KAPE	08	9	15	0	0	24
<b>Σ KAPE</b>		<b>38</b>	<b>45</b>	<b>6</b>	<b>42</b>	<b>131</b>
ENERO	01	3	14	0	0	17
ENERO	02	2	11	18	2	33
ENERO	03	0	22	0	3	25
ENERO	04	5	14	3	4	26
<b>Σ ENERO</b>		<b>10</b>	<b>61</b>	<b>21</b>	<b>9</b>	<b>101</b>
SIEA	01	6	11	6	4	27
SIEA	02	11	12	3	2	28
SIEA	03	1	12	1	0	14
<b>Σ SIEA</b>		<b>18</b>	<b>35</b>	<b>10</b>	<b>6</b>	<b>69</b>
Carbon Trust	01	10	0	3	0	13
Carbon Trust	02	16	0	5	0	21
Carbon Trust	03	9	0	2	0	11
Carbon Trust	04	7	0	0	0	7
<b>Σ Carbon Trust</b>		<b>42</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>52</b>
<b>Σ All partners</b>		<b>194</b>	<b>215</b>	<b>88</b>	<b>64</b>	<b>562</b>

Table 1 gives an overview of the different groups that START2ACT partners have engaged during the delivery of the Business Breakfasts in the eight implementation countries. As explained above the consortium identified challenges in attracting the amount of individuals from our target group of young SMEs and startups that was initially predicted. This is partly due to the nature of these businesses being time constrained, and because the age of the business meant that originally predicted three attendees per business was overestimated. This was an important learning that we discovered near the beginning of the Business Breakfast implementation phase, therefore the partners introduced many solutions to increase participation from our target group from an early stage (see 'Outreach activities by the START2ACT consortium' below).

In addition to these countermeasures, the consortium took steps to measure the impact of all Business Breakfast attendees, whether within or beyond our initial target audiences. The impact was measured by means of the feedback sheet (see *APPENDIX V: Feedback Form, Business Breakfast*) as well as an internal reporting system for each event filled by each partner (see Box 1: Internal Reporting procedure for the centralised documentation of the START2ACT Business Breakfasts). The analysis of the feedback sheets and internal Business Breakfast reports suggests that the impact per individual that attended is likely to be higher than predicted in the Grant Agreement. There are several reasons for this:

- » The original impact assumptions were based on three people attending from each company. However, the measured average lies at 1.29 attendees from each company (BG = 1.26, CZ = 1.13, HR = 1.15, HU = 1.3, PL = 1.4, RO = 1.59, SK = 1.32, UK = 1.18). As this average is lower than assumed, but START2ACT partners have been striving to reach the envisaged overall number of people in each country according to the GA, the number of participating companies has increased in comparison to the assumption of the GA. It can therefore be concluded, that the energy saving potential per participant of the Business Breakfast is higher than originally assumed since the knowledge delivered at the events is transported to more companies than expected;
- » The individuals are likely to cascade the learnings to colleagues as the majority of advice and learnings provided during an event is based on behavioural change and communal efforts to save energy (though this cannot be proven);
- » Approximately 60% of the attendees hold a position of responsibility (e.g. owner, manager, CEO) in the company which gives them more ability to implement larger energy reduction projects; and
- » 85% of the participants who filled in the feedback forms indicated that they felt more motivated after the event than before to act for energy efficiency within their company and 82% indicated to have received new information about energy efficiency for their business during the event.

## Outreach activities by the STAR2ACT consortium

The recruitment of participants for and the promotion of the START2ACT Business Breakfasts (BB) has been carried out in two approaches, one being centralised by the project's online presence and the other being decentralised via the partners' activities and networks. The centralised strategy for promoting the Business Breakfasts has been to publish articles of the events on the project homepage in the respective partner language edition of the web page. For the Breakfasts organised in the partner countries, one article was published in the EVENTS section of the homepage one or two weeks before the event, while a summary of the event was published around one week after the event on the NEWS section of the webpage, respectively. This centralised approach has been addressing the community of users in the respective partner countries that visit the START2ACT homepage regularly.

For the decentralised approach, the partners leveraged their networks and recently for START2ACT established contacts to reach out, inform and invite relevant people from the target groups to the Business breakfasts in their countries. The separate activities from partners are described below:

**SOFENA, Bulgaria**, promoted all Business Breakfasts via dedicated emails to their contacts of the START2ACT stakeholder database and used extensively the stakeholder organisations for delivering invitations and handling the co-organisation of the Business Breakfasts.

- » The first Business Breakfast (20.12.2106) in Plovdiv ([NEWS](#) article on the homepage) was promoted in collaboration with the host stakeholder ABEA (Association of the Bulgarian Energy Agencies) on their webpage [www.abea-bg.org](http://www.abea-bg.org) as well as with the Green Synergy Cluster. Emails with follow-up phone calls were carried out

to invite approximately 45 interested people to the event. Individual contacts were also used to deliver invitations. The [agenda](#) of the event has been made available to all applicants and informational material '[how to change the behaviour in the office](#)' was circulated to all participants and was uploaded on the webpage.

- » For the second Business Breakfast ([EVENT](#) article on the homepage ([article in ENG](#)) in Vraca on the 16.05.2017, SOFENA invited around 40 interested representatives from young SMEs and startups with the help of Chamber of Commerce and Industry Vraca and on the homepage of the Enterprise Europe Network Vratsa [www.cci-vratsa.org](http://www.cci-vratsa.org), through personal emails and telephone calls as well as direct and individual contacts. The [agenda](#) of the event was shared with all applicants.
- » The third Business Breakfast in Varna on the 22.06.2017 ([NEWS](#) article on the homepage) in the framework of the Black Sea Days of Intelligent Energy as part of the EUSEW was promoted by SOFENA with the help of the stakeholder UBBSALA (UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES), telephone calls, personal emails and individual contacts to circa 55 interested representatives from young SMEs and startups. Furthermore, SOFENA and published an informational article as well as the [agenda](#) and the registration form on their [webpage](#).
- » The fourth Business Breakfast in Sofia on the 21.07.2017 ([announcing EVENT](#) and [NEWS](#) on the homepage), was promoted by SOFENA in cooperation with the Bulgarian Chamber of Commerce and industry (bcc) to the network of the innovation council of the Chamber, as well as via personal phone calls and emails by SOFENA and individual contacts.

**ENVIROS, Czech Republic**, leveraged their network for the promotion of the Business Breakfasts for young SMEs and announced each event on their company's webpage ([www.enviros.cz](http://www.enviros.cz)).

- » The first Business Breakfasts planned for the 21.03.2017 had to be cancelled due to lack of interest despite large promotional efforts ([EVENTS](#) article on the website) on their homepage ([link](#)) telephone calls and individual contacts to their networks.
- » The second Business Breakfast in the Impact HUB in Brno on the 25.05.2017 was advertised via the project website (announcement of the [EVENT](#)), ENVIROS' [website](#) and an invitation with agenda, programme, visual and the opportunity for registration was provided on the main stakeholder's [webpage](#). Furthermore, ENVIROS called their contacts and sent personal emails to invite people to the Business Breakfast. The outreach of these activities was around 400 people.
- » The third Business Breakfasts at the Impact HUB in Ostrava on the 25.05.2017 ([NEWS](#) on the website) was promoted through an article on ENVIROS' [website](#) and an invitation with agenda, programme, visual and the opportunity for registration on the main stakeholder's [webpage](#). With additional telephone calls and personal email, ENVIROS reached out to over 650 people.
- » The fifth Business Breakfast at the Impact HUB in Prague on the 14.06.2017 was announced on the START2ACT webpage ([NEWS](#) article), on the ENVIROS homepage ([NEWS](#) article), through personal calls and emails. A [facebook event](#) was used and a dedicated page on Impact HUB Prague's [homepage](#) and on Czech Energy Hub's [website](#) were created to widely distribute the invitation to the Breakfast. More than 1100 people were reached, (90 contacted personally) with these methods. More information to this event is available in the table below under the summary of this 4<sup>th</sup> event in Prague.

**EIHP, Croatia**, all Business Breakfasts organised by EIHP in the period covered by this report (until 31.07.2017) where promoted by EIHP to their business network.

- » For the first Business Breakfast on the 14.03.2017 in Osijek ([NEWS](#) article on the homepage) EIHP invited more than 300 people through personal emails, direct phone calls, and an [announcement](#), with an [agenda](#) on the EIHP website which was also listed on the energy portal (<http://www.energetika-net.com>). Additionally, the

stakeholder for this event, BIOS incubator from Osijek, invited representatives from their business networks and provided a [summary article](#) after the event. The registration to the event was organised by a [google form](#).

- » EIHP's second Business Breakfast in Zagreb ([NEWS](#) article on the homepage) was promoted via the institute's [website](#), with the [agenda](#) and a [registration form](#) and with the help of the main stakeholder of this event, the German Croatian Chamber of Industry and Commerce. Additionally, EIHP called potential interested participants by phone and sent personal emails and reached out to a total of over 300 people.
- » For the third Business Breakfast in Zagreb EIHP collaborated with the main stakeholder of this event, the Croatian Chamber of economy, and placed articles for information and invitation on the [Chamber's homepage](#) and on the [national energy portal](#). Additionally, EIHP placed telephone calls and personal emails to invite circa 300 people to this event.
- » The fourth Business Breakfast in Split was promoted via EIHP's website, personal phone calls and emails and the help of the main stakeholder of this event, Croatian chamber of economy – Split ([article](#)), to over 300 people. A summary [article](#) by the Chamber was published after the event.

**GEO, Hungary**, cooperated with their stakeholder organisations to invite participants and promote the event widely to both GEO's and the stakeholders' networks.

- » The first Business Breakfast in Budapest, MagNet Community House, on the 11.04.2017 ([EVENT](#) and [NEWS](#) on the homepage) was promoted via emails (invitation with information about the agenda and a registration form) to circa 300 representatives from young SMEs as well as the START2ACT twitter and facebook accounts. The event was also shared and promoted on social networks by the stakeholders of this event, EuCham, GREENWILL, FIVOSZ, and the host organisation MagNet Community house to reach out to members of business associations and representatives of young SMEs and startups. The stakeholder committee member EEN Hungary published an [announcement](#) of the event on their homepage with agenda and registration form, the announcement was visited 500 times.
- » For the second Business Breakfast in Budapest, MagNet Community House on the 17.05.2017 ([EVENT](#) and [NEWS](#) on the homepage) approximately 300 people from young SMEs were invited through emails containing the agenda of the event and a registration form. GEO promoted the event also on the START2ACT twitter and facebook accounts and cross promoted the event with the stakeholders EuCham, GREENWILL, FIVOSZ and MagNet Community House and MagNet Bank. The Hungarian stakeholder committee member EEN Hungary promoted the event to their networks with an [article](#) on their homepage.

**KAPE, Poland**, cooperated with local umbrella organisations and used other multiplier organisations to promote the business breakfasts organised.

- » The first BB in Gdańsk on the 15.11.2016, held in the framework of KAPE's Energy Bus project, was promoted through the [Energy Bus project](#) ([article](#) to the event calendar of the energy bus webpage) as well as on the homepage of KAPE itself. Participants were invited to the Business Breakfast on the Energy Bus through direct contacts in KAPE's networks. The event was also promoted via a [Polish article](#) on the PL subdomain of the START2ACT webpage.
- » The second BB on the 17.11.2016 in Warsaw, held in the framework of KAPE's Energy Bus project, was announced with a Polish [article](#) on PL subdomain on the START2ACT website. Participants were invited via the networks of KAPE and an article to announce the event was launched on the website of the [Energy Bus](#) and of KAPE's web site.
- » The 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> BB in Warsaw on the 25.04.2017 and 28.04.2018 were promoted and invitations sent to approximately 500 contacts through various channels. The Warsaw Business Association, the co-organiser of this event, mobilised their networks through personal contacts and their social network handles and the Polish

energy portal Energia0 ([article](#)) and the portal Teraz Srodowisko ([article](#)), promoting the events as a series of B2B events. KAPE sent out invitations to the breakfasts via KAPE's [Facebook](#) and Twitter ([link](#)) accounts and invited participants via email and telephone. KAPE reached also out to other Business associations to spread the invitation of the three events to their members. The series of events were introduced with an [article](#) in Polish language on the START2ACT page.

- » The sixth BB in Warsaw on 11.05.2017 was announced with an [article](#) in Polish language on the START2ACT webpage, with an [article](#) on KAPE's webpage and participants were invited via the main co-organiser of this event, the Warsaw Business Association. In total, approximately 500 people were invited with the promotional activities, invitations via social networks and personal contacts via phone and email. After the event, KAPE shared [this article](#) on their website to arouse interest at young SMEs and invite them to the following BBs
- » The seventh BB in Warsaw on the 21.06.2017 was announced with an [article](#) of the homepage of the Polish Enterprise Europe Network, the co-organiser of this event. The article was also shared on the FirmaRoku portal ([article](#)). KAPE promoted the event also via an [article](#) on the project webpage with link to the co-organisers (EEN) [webpage](#) with downloadable [agenda](#). After the event, KAPE published [an article](#) on the Polish pages of the project, to summarise the event and promote the following Business Breakfast.
- » The eighth BB in Poznan on the 19.07.2017 was announced to the representatives of the Polish target group with a Polish [article](#) on the START2ACT webpage and an [article with invitation](#) on KAPE's webpage. KAPE reached out to approximately 500 people via social networks, phone and email contacts as well as the support of the

**ENERO, Romania**, collaborated with the Romanian media company Energynomics.ro, with the Romanian Chamber of Commerce and Industry to promote and carry out the Business Breakfasts and leveraged its own networks to recruit participants.

- » The 1<sup>st</sup> BB on the 08.12.2016 in Craiova was dedicated to the members of the Construct Cluster Oltenia. The promotion for this event was carried out mainly through direct contact of ENERO and the Construct Cluster Oltenia to their members. The Cluster posted a [Facebook message](#) (13 January 2017) and ENERO published a NEWS [article with a summary](#) on the START2ACT webpage after the event, which served as promotion for the next Business Breakfasts in Romania.
- » Second BB on the 25.04.2017 in Iasi was [announced](#) on the homepage of the portal Energynomics.ro, through their newsletter, with an [article](#) on the local newspaper 'Ziarul de Iasi', via the portal '[Iasul in afaceri](#)', through Facebook promotion and a contribution in the Romanian state broadcast (Radio Romania Actualitati). The promotional efforts reached estimated 2000 people of the target groups and institutions supporting the target groups (young SMEs, Chamber of Commerce, local authorities). Energynomics.ro posted a summary after the event on their [Facebook page](#) (28.04.2017) as well as [an article](#) on their homepage (with the START2ACT presentation available for download) and START2ACT created an [article](#) contributing the promotion of the following Business Breakfasts.
- » The 3<sup>rd</sup> BB on the 18.05.2017 in Cluj-Napoca was promoted via the portal Energynomics.ro with an [article](#), [Facebook event](#) with registration possibility, via the homepage of the Romanian [Chamber of Commerce and Industry](#) and on the BRIDGE2ROMANIA portal with an [article](#). Approximately, 2000 representatives from SMEs, chambers of commerce, public authorities and other institutions were reached by the efforts, which included also a presence in the newsletter of Energynomics.ro and a contribution in the Romanian state broadcast (Radio Romania Actualitati).
- » The 4<sup>th</sup> BB on the 22.06.2017 in Timisoara was announced with an [article](#) and a [Facebook event](#) from Energynomics.ro, an [article](#) on the START2ACT webpage and on the #better.com portal ([article](#)). Additionally, the invitation appeared in the newsletter of Energynomics.ro and approximately 2000 representatives from SMEs, chambers of commerce, public authorities and other institutions could be reached.

**SIEA, Slovakia**, collaborated with their local stakeholders NEK (National Energy Cluster) and NEULOGY to reach out to a wide network of contacts among the target group and invite representatives to the Business Breakfasts.

- » The 1<sup>st</sup> BB on the 10.05.2017 in Košice was promoted via a set of different channels such as with the help of NEK (co-organiser of the event) and NEULOGY who invited the contacts of their networks with personal emails, especially focusing on participants of the Košice region. SIEA published on the project webpage an [article](#) and invited participants of young SMEs of their database directly via phone and Email. Energy experts from SIEA/Košice were organising and implementing the event and made the event highly visible. With all promotion efforts, approximately 360 potential participants were invited to the business breakfast.
- » For the 2<sup>nd</sup> BB on the 24.05.2017 in Vyčapy-Opatovce, NEK (co-organiser of the event) and Neulogy invited potential participants of their networks from the Nitra region via email. The event and its promotion received high visibility since energy experts from SIEA/Košice organised and implemented the Business Breakfast. The Breakfast was also [announced](#) on the START2ACT webpage, and SIEA invited participants via personal emails and phone calls to reach out to approximately 360 potential participants.
- » The 3<sup>rd</sup> BB on the 27.06.2017 in Velke Kostolany was [announced](#) on the START2ACT webpage and SIEA invited participants via personal phone calls and emails. NEK and Neulogy supported SIEA with inviting potential participants.

**Carbon Trust, United Kingdom**, promoted all Business Breakfasts via their company twitter account and one of the trainers' private twitter and LinkedIn accounts with recurring messages. The messages received more than 2300 impressions and between 18 and 28 engagements per account and message. All Breakfasts were also promoted via Carbon Trust's SME Network by means of 700 email and homepage messages.

- » For the 1<sup>st</sup> Business Breakfast on the 04.11.2016 ([EVENT](#) and [NEWS](#) on the homepage) as part of the Future South conference in Winchester Carbon Trust sent repeated invitations to all 400 Future South delegates registered and an invitation with free registration on [Eventbrite](#).
- » For the 2<sup>nd</sup> Business Breakfast on the 23.02.2017 in Nottingham ([EVENT](#) and [NEWS](#) on the homepage), Carbon trust created a dedicated website page and send information and invitations in two separate Newsletters (Carbon Trust Events Newsletter January and Carbon Trust Newsletter February) to 195,000 subscribers. The stakeholder organisation, East Midlands Chamber of Commerce, published the event on their website in the Events area with a reach of about 4,000 business members. An agenda, programme and invitation page were created on the website of the stakeholder [East Midlands Chamber](#).
- » The 3<sup>rd</sup> Breakfast ([EVENT](#) and [NEWS](#) on the homepage) on the 27.04.2017 in Kingston was promoted via the Twitter accounts of the stakeholders, Kingston Chamber, Kingston Business and Kingston University Alumni. Carbon Trust created a dedicated page on their company website, featured the event in the Carbon Trust Newsletter with 195,000 subscribers and listed an agenda, invitation and registration on [Eventbrite](#).
- » The 4<sup>th</sup> Business Breakfast in Peterborough ([EVENT](#) article on the homepage) had to be postponed to the 20.09.2017 as the first planned date (July 2017) had to be cancelled due to lack of interest and subscriptions. The event was promoted widely through the Carbon Trust Newsletter with 195,000 subscribers, a dedicated page on Carbon Trust's website, a dedicated page on the BEECP/ Peterborough Environmental City Trust website, Peterborough Chambers of commerce website, the Allia Future Business Centre Website (host organisation), Greater Cambridge Greater Peterborough Enterprise Partnership (LEP) Website, advertisement on signpost2grow website, and a dedicated page with an agenda, invitation and registration on [Eventbrite](#). Furthermore, promotion took place via Facebook, Twitter and LinkedIn messages from the social network accounts of the stakeholders for this event (PECT, Investors in the Environment, BEECP, The Business Moment), engaging with and posting invitations on LinkedIn Groups such as the Cambridgeshire Business Group, Global



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B2B networks, Institute for Manufacturing, re-sharing of messages with Opportunity Peterborough and Cambridgeshire Chambers of Commerce and an agreement with a Business Editor at the Peterborough Telegraph (hard-copy advert) and Moment magazine for a news outlet via their social networks. Dedicated emails were sent out to umbrella organisations such as the Business Club, the Enterprise East Cambridgeshire and to circa 20 local accountants. The event received 28 registrations, but a large share dropped before the event out despite the large promotional efforts, 8 participants remained.



### 3. On-site capacity building activities

This chapter provides qualitative summary reports from all involved partners about the on-site capacity building activities in their countries, covering the first three months (01/05/2017 – 31/07/2017) of the activities. Each partner's summary report starts with a description of how the on-site capacity building visits have been prepared, followed by a section about the recruitment of the participants. Subsequently, the implementation of the on-site capacity building visits is described and an elaboration about the monitoring scheme closes the summary reports. *APPENDIX II: On site capacity building activities* gives detailed information to each on-site capacity building activity in the period covered by this deliverable in separated tables for the participating partners.

**Challenge:** The on-site capacity building activities are being implemented at 50 SMEs in each of the 8 participating countries (BG, CZ, HR, HU, PL, RO, SK, UK). The DoA expressed the assumption that each of the 50 SMEs in the 8 countries employs 20 employees in average, resulting in 8000 people reached through the on-site consultancy activities. Within the period covered by this deliverable it has become apparent, that this assumption of 20 employees average per company trained does not seem to reflect actual staff numbers at young SMEs (START2ACT definition >5 years and >50 employees). The measured average of employees per trained young SME in this period is, at 8.6, significantly lower than the original assumption in the DoA.

**Solution 1:** The content of the START2ACT training kit is based to a high degree on low and no cost measures, involving the engagement of employees and the reaching of corporate aims for energy use reduction in the company. To this end, for each on-site capacity building activity delivered, the trained person (often in management position) is asked to specify the number of staff members in the company that can be reached and engaged by the consultancy through cascading the knowledge to staff members (see *APPENDIX III: Attendance form, on-site capacity building activities*).

**Solution 2:** START2ACT partners will continue to deliver the on-site capacity building activities to the dedicated target group (young SMEs < 5 years of operation and < 50 employees). Additionally, SMEs outside of the defined target group will also be accepted for on-site capacity building activities.

The reason to allow such an exception from the originally dedicated target group is to reach the envisaged impact on energy savings, which is primarily based on reaching 8000 people with this activity. The content of the on-site capacity building activities is valid and useful for young companies not necessarily limited to the age and size definitions of the START2ACT target group. The wider aim is to deliver the content of this activity (D4.1 START2ACT Training Kit) by means of the explanatory documents (D4.2 Handbook and D4.3 ToT Manual) to a large number of employees in (young) SMEs to consider energy efficiency in their everyday actions.

## 3.1 SOFENA, Bulgaria

Based on the presentations shown and discussions provided during the ToT event in London the colleagues at SOFENA could understand and receive a clear picture how to better organise and conduct the on-site capacity building with the relevant activities. Documents and gathered available data were analysed as well as reports and instruments to be used during the adaptation of the training material into the local language.

Building on the knowledge gained under the START2ACT project, its presentations during the events and the communication with the lead partner and the WP leaders, and based on SOFENA's project experience in Bulgaria and the company's own expertise in energy efficiency, SOFENA's next steps can be tailored in a way that would ensure a substantial progress of the activities under WP4.

SOFENA translated the training kit and the handbook from English into Bulgarian language and adapted the documents according to the local requirements, to the programmes available and instruments developed in the country.

### Recruitment

With a view on the recruitment of young SMEs for the on-site capacity building sessions, SOFENA combined the business breakfasts with other events organised by their stakeholders and other organisations. These wider platforms were used to disseminate the information about the START2ACT actions (e.g. on-site capacity building) among a broader audience, thus insuring high numbers of participation.

For these business breakfasts, SOFENA introduced a registration form in order to gain detailed information and better assess the companies and their interests for their participation in the following WP4 and WP5 activities. This registration form was developed by SOFENA in addition to the centrally developed START2ACT participant list and feedback form that is used by each partner for the business breakfasts. All business breakfast participants who provided contact e-mails were invited to take part in the project activities (the on-site capacity building sessions, the competition and the Interactive Online Platform)

In addition, SOFENA's cooperative partners and other local stakeholder organisations were invited to disseminate the information for the on-site capacity building and the competition through their communication channels and available SME registers.

### Implementation

In total, SOFENA sent invitation e-mails to 50 SMEs and to 15 stakeholder organisations for the multiplication of the invitation to their networks. From those, SOFENA received at present 2 replies for on-site capacity building sessions whereof the first has been planned to take place on the 22<sup>nd</sup> of August 2017.

### Monitoring

SOFENA has encountered low interest from the potential participating companies to fill in the monitoring surveys. For this reason, SOFENA is considering assisting the contact persons at SMEs to fill in the questionnaire during the on-site capacity building visits.

## 3.2 ENVIROS, Czech Republic

Within the START2ACT project – Training of Trainers, energy experts from ENVIROS, s.r.o. have been trained on the on-site capacity building activities. During the training, the procedures for individual visits at young SMEs were presented and the experts were acquainted with the documents (training kits and handbook) which provided detailed information for the trainer on the on-site capacity building activities. These documents were also used for developing presentations for the START2ACT business breakfasts where the colleagues from ENVIROS provided the owners and staff of young SMEs with a sound understanding of the energy and cost saving potential in their offices and homes. The local preparation of the on-site capacity building activities started with the business breakfasts for SMEs where all following activities of the START2ACT project were presented. The training kit for the upcoming on-site capacity building activities were translated and tailored for circumstances in the Czech Republic. Based on ENVIROS' own resources i.a. already implemented energy audits, examples of individual energy efficiency measures that can be implemented in offices were added to the presentations to show the owners and staff of the selected young companies that there are existing tools and solutions how to save energy and costs.

### Recruitment

ENVIROS contacted organisations in the Czech Republic which are working with young SMEs and startups (Impact HUB, ENERGY HUB, etc.) to reach the highest number of potential participants at the on-site capacity building activities as well as the startup mentoring activities. ENVIROS also used the Business Journal's database of SMEs (publicly available) to spread out the information about the project and the invitation to the events in the regions the Czech Republic.

### Implementation

During the reported period, May-July 2017, three breakfasts for young SMEs and one mentoring session for startups in cooperation with the Prague Startup Centre were organised but on-site capacity building sessions with SMEs have not yet been organised. All participants of the above events were informed about the following project activities and were offered a possibility to participate in the project in the form of on-site capacity building activities, the interactive online platform such as the energy saving competition or the Knowledge Base.

A specific highlight is the recently established cooperation with ENVIROS' stakeholder committee member, the ENERGY-HUB s.r.o., which has become a member recently and whose supporting activities for the project in such a short period of time were very beneficial.

### Monitoring

Despite the decision to prepare the survey links also in a paper copy to give participants two options of filling the surveys, ENVIROS have been facing problems to have the surveys completed by participants. In most cases, the hurdles were willingness and lack of time after the end of the event.

Responses to the survey provided by CentERdata are important to ENVIROS primarily when preparing for the first or next visit as the consultants can investigate the current level of behaviour and attitude of the SME towards energy efficiency issues. Moreover, the consultants are able to elaborate on the question which part of the participants' behaviour is appropriate, and which part should be focussed on in order to deploy tailored support for increased energy efficiency (lighting, electrical devices, heating/air conditioning, etc.).

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### 3.3 EIHP, Croatia

All the materials that were provided and presented during the ToT event in March 2017 were translated and tailored according to the specifics of the Croatian SME sector. During the ToT event, all consortium partners provided useful ideas that were shared and considered among EIHP's colleagues. Several of those will be used to trigger behavioural change at the target groups, e.g. at the on-site capacity building activities.

For the local preparation of the on-site capacity building activities, EIHP uses the company's own internal resources and expertise. This included among others the organisation of internal meetings at the Energy Institute Hrvoje Požar (EIHP) and the tailoring of the materials to be applicable for the Croatian SME sector. EIHP will strive to constantly improve the materials based on feedback from the target groups.

#### Recruitment

For the recruitment of participants at the on-site capacity building activities, EIHP used their networks and shared the information with participants of the already performed START2ACT Business Breakfasts. Moreover, multiplier organisations such as the Croatian Chamber of Economy and local business incubators assisted in increasing the outreach to potential participants of their networks.

#### Implementation

The actual implementation of on-site capacity building activities has not started yet in Croatia but the draft agenda for the activities to be launched in September 2017 has been set up.

#### Monitoring

As the implementation of on-site capacity building activities have not yet started, EIHP will report on progress and findings about activities in the following reports.

### 3.4 GEO, Hungary

The ToT training kit and handbook are the basis for the training material to be used at the Hungarian on-site capacity building events. This material has been elaborated on and adapted to the specific local circumstances in Hungary as well as translated to Hungarian.

#### Recruitment

Geonardo is continuously extending the START2ACT stakeholder database for Hungary through general dissemination events (e.g. Budapest Business Party), promotion at business breakfasts, the stakeholder committee and other stakeholders. All contacts as collected in this way receive invitations to the on-site capacity building activities. The baseline survey served as a good starting point in raising the awareness of the on-site capacity building activities in Hungary to young SMEs. Moreover, new cooperative partners are providing their support in reaching out to the young SMEs.

The recruitment of young SMEs will start in September after the slower business activities during summer holidays. Some prominent events will serve as an occasion for recruiting in person. Furthermore, it is planned that the promotion and recruitment efforts online (email, newsletter, social media) will be intensified from Autumn on.

## Implementation

Geonardo has not yet started delivering the on-site capacity building activities in Hungary, but the draft agenda for the activities to be launched in Autumn 2017 has been set up.

## Monitoring

In accordance with the guidelines provided by CentERdata, Geonardo will present the monitoring scheme of START2ACT to the participating SMEs as an integral part of the on-site capacity building visits.

The report about the summarised survey responses to be sent by CentERdata was presented at the ToT meeting in March 2017 and consists of sufficient information and feedback to the consultants to evaluate current and prepare upcoming visits.

## 3.5 KAPE, Poland

The ToT itself and the developed training kit is used during the on-site capacity building sessions in Poland. Each SME is nevertheless different and KAPE is thus customising distinct parts of the kit according to their needs. From the practical experience collected so far, the checklist has been perceived as the most popular tool.

KAPE established cooperation with the Polish Business Association, which is associated with young SMES and co-organised the START2ACT business breakfasts. Other contacts from KAPE's projects like the Energy Bus (KAPE's bus being a mobile information centre that is touring through Poland) were exploited to obtain contacts for START2ACT.

## Recruitment

KAPE utilised the following channels for the recruitment of participants:

- Business breakfasts – KAPE organised 8 business breakfasts: Warsaw, Gdańsk, Poznań. 5 of them in cooperation with Business Association, 2 of them using a mobile education centre Energy Bus, 1 of them in cooperation with Enterprise Europe Network. After the business breakfasts, e-mails were sent to the participants with the invitation to schedule the on-site capacity building meetings.
- Publishing information on websites: Energia0 energy information website, Teraz Środowisko - online journal for professionals and environmental workers, French-Polish Chamber of Commerce, Enterprise Europe Network, Small and Medium Enterprises Fund, Business Center directed by Warsaw City.
- Publishing information on KAPE's website and social media – facebook, twitter
- Direct cooperation with BGŻ BNP Paribas: leaflets distributed to customers who are owners of young companies

## Implementation

Until June 2017, KAPE performed four on-site capacity building meetings to young SMEs (see section 6.2). Firstly, the date, time and range of the visit for the meeting has been agreed via phone call as well as to describe the aim of the visit. Secondly, an e-mail was sent with the 1<sup>st</sup> questionnaire (baseline survey of each participant company) before the agreed date of the 1<sup>st</sup> visit. In some cases, this 1<sup>st</sup> questionnaire is filled in directly in the company before starting the visit or by phone.

The agenda of the meetings in the participating companies so far was as follows:

1. Brief description of the START2ACT project, presenting the aims and benefits for the company.
2. Walk around the office – discussion about opportunities and expert advices using the check list if needed
3. Discussion with the contact persons (employees, managers) about energy saving possibilities in the office
4. Presenting of the START2ACT Energy Saving Platform
5. Distribution of promotional materials – thermometers, leaflets, stickers (most popular)
6. Taking photos

After the meeting, an e-mail is sent out to the company with the request to fill in the 2<sup>nd</sup> questionnaire linked (first follow-up survey). As mentioned before, this questionnaire was filled in some cases by phone.

The exact date of the follow-up visit (2<sup>nd</sup> on-site capacity building meeting) has not yet been agreed as the participating companies have not agreed to commit to the date so far away in time.

## Monitoring

Companies are asked to fill out the first survey (baseline) before the visit, but in most cases, it is filled in as the first step of the actual visit. The second questionnaire is sent by e-mail or in some cases by phone while the trainer asks the survey questions by phone.

It has been a large hurdle to enforce the completion of the survey by the participating SME. To ease the procedure, KAPE has adopted the alternative to call the contact person of the company by phone, and fill in the questionnaire after asking the respective questions. This procedure requires the trainer at KAPE to fill in the online survey via the specific link provided by CentERdata.

There have been 4 companies trained during the period of this deliverable and the responses have not been analysed yet by CentERdata.

## 3.6 ENERO, Romania

As a first step, ENERO translated the training kit to Romanian in order to be used by the trainers from ENERO during the three on-site capacity building visits. Therefore, the discussions during the first visit were grounded on the translated document “Training kit guide for visit 1”. The additional documents such as the check lists were also translated and used by the trainers in order to verify the approaching of all foreseen issues during the visits.

All information from the above documents has been useful for the preparation of the on-site capacity building visits. In a second step, this guiding information was analysed and was followed according a specific relevance order, considering the Romanian specific situation. For instance, ENERO adapted the information regarding the heating/cooling issues which are linked to Romania’s specific climate.

Besides the documents developed by the WP leader Carbon Trust, ENERO has been considering a wide range of additional information for the local preparation of the on-site capacity building activities. These are information collected during the four START2ACT business breakfasts (until 21.08.2017) and during direct contacts as well as interviews. Furthermore, data available from national statistics, SME's organisation reports, governmental agencies and professional bodies have been utilised where possible. Statistical data about the environment for SMEs in Romania was needed, to adapt the training material to the local condition.

In order to tailor the capacity building activities to the specific situation of each visited company and to help them in identifying the best opportunities for energy efficiency, ENERO set up a Fiche for collecting data on site regarding the energy consuming devices and their use. This fiche was completed during the first visit together with the companies' representatives and serves as a reference point in their efforts to reduce the consumption.

Another work document is an internal report that is issued by the trainer at ENERO after each first visit based on the site discussions with the company representatives. The report contains a description of the information obtained during the visit and a suggested plan of action for no-cost energy efficiency measures.

## Recruitment

In order to recruit participants for the on-site capacity building activities, ENERO spread information about the START2ACT project via the following channels:

- Publishing news on stakeholders' web pages/social media pages (The General Association of Engineers in Romania - A.G.I.R., Association of New and Renewable Energy Sources- SUNE, APREL - Romanian Ownership Association in Electrotechnique Industries – AREL, Department for Entrepreneurship and Programmes for SMEs, Energynomics).
- Creating a list with contact data of Romanian SMEs. These data were collected from the Chambers of Commerce, the Register of Commerce and available online data bases.
- Direct contacts were initiated using the above list: around 640 emails were sent, over 100 phone calls were conducted.
- START2ACT Business Breakfasts – ENERO organised four business breakfasts, three of them in cooperation with a well-known media company acting in the energy field, Wing Media, which administrates the communication platform [www.energynomics.ro](http://www.energynomics.ro)
- General dissemination activities – participation in events (e.g. RoEnergy South-East Europe 2016&2017), spreading START2ACT leaflets during non-energy fairs and exhibition (for instance International Tourism Fair 2016, International Book Gaudeamus 2016).  
Project leaflets were spread during an event of the National Council of Private Small and Medium Enterprises in Romania, on 9 December 2016 in Sinaia.

## Implementation

According to the WP4 activities, ENERO performed 23 1<sup>st</sup> on-site capacity building visits (see Table 10: On-site capacity building activities by ENERO from 01/05/2017 – 31/07/2017. Total number of people reached with the consultancy: 67, thereof 59 from young SMEs (21 companies) and 8 from SMEs outside of the target group (2 SME, established 2004 and 2010)). ENERO followed the advice received during the ToT in general but carried out some adaptations imposed by the conditions of every single company. The flow of activities has been the following:

1. Email or phone contact with the company, to agree the date, time and conditions of the visit. At the beginning of the visit, ENERO shortly described the aim and agenda of the visit.
2. Most of the contacted companies had asked for an on-paper filling of the questionnaires, so ENERO adapted the strategy to this request.
3. The actual implementation on site. The main topics discussed: Energy statement and buy smart policy of the company, the share of the energy costs within their general costs, smart acquisitions, identifying relevant energy consumers, importance of metering and monitoring, the value of a clean environmental company image, identifying the behaviour changes needed, sketching a Plan of action for no-cost actions for energy efficiency.  
Some companies had more technical enquiries than discussed in the check list developed, so the trainers of ENERO adapted also to this situation.
4. The collection of data about energy consumption, using the fiche mentioned above, was performed together by an ENERO expert and the representative(s) of the companies trained. This was a good exercise for involving the company staff and applying the theoretical aspects discussed during the visit.
5. Pictures of the site and main energy consuming devices were taken to document the visits.
6. Promotion and dissemination materials developed within the project (START2ACT thermometers) were distributed.
7. Presentation of the START2ACT Interactive Online Platform and the second questionnaires (with clarifications if needed).
8. At the end of the visit, the next two meetings with the company was discussed with the representatives. For this, a general horizon time for the second meeting was mentioned and the two parties agreed to keep in contact for the future development of the co-operation. The actions and next steps until the next meeting were defined.

## Monitoring

1. During discussions before the visit, ENERO introduced the monitoring activities (questionnaires) of the project to the participants. The company contacts preferred to fill in the questionnaires on paper on the occasion of the visit, explaining that this way they may receive on spot clarifications on specific questions, if needed. Furthermore, it was considered that would be less time and focus consuming if the questionnaires are part of the visit “package”.
2. Most of the contacted persons could not provide energy costs that are asked for in the latter section of the survey. Partly because they do not keep a proper registration, partly because they consider it time consuming to look in their archive, partly because they considered that any financial information is not public. Even if the ENERO consultants meet the manager of the company, the questions related to the energy consumption/costs remained usually unexpanded.

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## 3.7 SIEA, Slovakia

The Training of Trainers event in March 2017 as well as training kit and handbook were basic documents to build up the program for the first visit within the SME on-site capacity building activities.

### Recruitment

The first participant for SME on-site capacity building activities was identified on the Business Breakfast in Košice organized in cooperation with local stakeholder NEK. This first on-site capacity building meeting has been planned for 22 August 2017.

SIEA has been making efforts to recruit participants for the on-site capacity building activities through organised events (such as START2ACT Business Breakfasts), personal contacts, stakeholders and direct emails informing the potential participants about the possibilities of the START2ACT on-site capacity building activities, as well as the other project activities.

### Implementation

The cooperation with SIEA's local cooperative partner NEK and its database of SMEs and startups has turned out to be very fruitful. Through this cooperation it has become possible to co-organise several events and implement on-site capacity building activities in Slovakia.

### Monitoring

As the first on-site capacity building meeting has been planned at the time of this deliverable, a detailed report on monitoring and implementation will be given in the subsequent deliverables.

## 3.8 Carbon Trust, United Kingdom

As the Work Package leaders for WP4, many members of the START2ACT team at the Carbon Trust were already well acquainted with the content in the WP4 Training Kit and Handbook, having been directly involved in its development. After the Training of Trainers event, the team held a meeting with the remainder of the Carbon Trust START2ACT team to ensure that the contents and objectives of the on-site capacity building activities were fully understood. In addition, the Carbon Trust set up a tracking system to ensure that all of the necessary details and evidencing requirements for each SME visit can be recorded. This would prepare for seamless knowledge transfer in case a different consultant from the Carbon Trust attends the second and third visits than the first (as may well be the case in a multi-year programme).

The Training Kit was reviewed in May 2017 before the first on-site capacity building visits began. This review entailed ensuring that the content was all relevant to UK-based SMEs and preparing the Training Kit documents for printing. As the content was created by the Carbon Trust, the majority of edits involved proofreading, updating links for UK resources and removing references to other countries. Some design work was also needed to enable the kits to be printed for SMEs who preferred to use a hard copy.

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## Recruitment

A wide range of recruitment pathways were used to promote the on-site capacity building support as widely as possible across the UK:

- **Baseline survey respondents database:** in August 2016 the Carbon Trust promoted the first START2ACT baseline survey and received 100 responses for the UK. This database was used in May 2017 to reach out to these respondents and offer them a chance to participate in the SME training.
- **Carbon Trust START2ACT inbox:** since May 2016 the Carbon Trust has had an active START2ACT email inbox, linked to a [contact form](#) on the website where SMEs and startups can register their interest for the programme. Several businesses who approached the Carbon Trust in this manner were eligible for support, so were contacted in May 2017 to arrange the first visit.
- **Stakeholders:** since May 2016 the Carbon Trust has built up a large network of stakeholders that have promoted the START2ACT programme to their members and contacts. Carbon Trust re-engaged with these 42 stakeholders in June 2017 to provide an update on the programme, and sent a press release that they could share to promote the new SME training offering. Many have since updated their webpages with the new information. This stakeholder network (made up of industry associations, business support hubs, local authorities and other umbrella organisations) has been invaluable to the Carbon Trust in terms of widely disseminating the START2ACT programme.
- **News article on the Carbon Trust website:** Carbon Trust officially launched the SME on-site capacity building service in June with a dedicated news article on the company's website and followed this publication with social media promotion.
- **Carbon Trust newsletter recipients:** A link to the Carbon Trust programme was included in the June 2017 Carbon Trust newsletter, which is sent to ~80,000 recipients.
- **SME Network post:** Carbon Trust promoted the launch of the SME training on the Carbon Trust's SME Network, which led to a number of SMEs approaching the Carbon Trust for further information.

## Implementation

The Carbon Trust has completed 10 SME visits to date (see chapter 6.3). These companies have spanned the UK, with Carbon Trust consultants from offices in England, Scotland and Wales carrying out the visits to minimise the travel footprint. Before each visit, every SME has been sent a link to the monitoring survey, and was also asked to highlight their particular areas of interest. Many had a particular question or reason that prompted them to apply for the programme, and knowing these interests in advance has allowed Carbon Trust to tailor the training content to provide bespoke advice. In addition to these interests, the majority of the SME visits completed to date followed the structure set out in the first visit of the START2ACT Training Kit. For each SME that has participated to date, there has been one main contact person, and, with the exception of one SME, the businesses have had fewer than 10 participants/employees each.

At the end of the first on-site capacity building visit the Carbon Trust consultants inform the SME of when the next visit is likely to take place. SMEs are also encouraged to indicate when the next visit would be most useful for them, depending on when they will have been able to make progress. It is anticipated that the first round of second visits will begin in September 2017.



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## Monitoring

All SMEs visited to date completed the first questionnaire prior to or on the day of the first visit. Due to the size and time constraints faced by these types of businesses, it is not feasible for multiple employees at each company to fill in each questionnaire. Instead, Carbon Trust's focus has been to ensure that there is at least one dataset per company.

For some of the businesses, Carbon Trust received the summarised questionnaire data about the first questionnaire (baseline) from the WP2 leader CentERdata before the visit took place. This meant that the consultant could prepare more thoroughly for the visit. This data will also be useful in the future in case the second visit is undertaken by a different consultant, and, once Carbon Trust builds a larger dataset, the data can be analysed as a whole and used to indicate to SMEs how they are doing in comparison to other small and young businesses.



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## 4. Sustainability of the START2ACT approach

The START2ACT project supports European young SMEs and startups in energy efficiency with a central methodology to consultancy and mentoring sessions. This approach has been developed and is being applied in the participating countries during the three years of the project (March 2016 – February 2019).

Within the duration of this project, it has become apparent that supporting small businesses towards energy efficiency is a great necessity in order to ensure the sustainability of Europe's future business landscape. START2ACT and other initiatives (e.g. the [EECC](#), [Save@work](#), [KEFF](#) (regional competence centres for energy efficiency), [LOCAW](#)) have been showing that behaviour change as well as simple no- and low-cost measures can contribute greatly to energy savings.

START2ACT strives to enable other companies to adopt the START2ACT educational methodology and consult young SMEs and startups for energy efficiency. Institutions across Europe involved in training/consultancy/education for energy efficiency can benefit from the manifold outputs that START2ACT has been producing and publishing for free access. To facilitate this, START2ACT has made available all the training materials ([Training kit](#), [Handbook](#), [Training of Trainers Manual](#)) on [www.start2act.eu](http://www.start2act.eu). As an additional resource and as a 'case study' on how the implementation of the on-site capacity building activities are implemented across the START2ACT countries, update reports like the present deliverable will be published regularly.

## 5. APPENDIX I: Business Breakfasts organised

This section provides tables for all START2ACT Business Breakfasts organised in the period covered by this deliverable (01/05/2016 – 31/07/2017). The tables are grouped by the participating START2ACT partners SOFENA, ENVIROS, EIHP, GEO, KAPE, ENERO, SIEA and Carbon Trust (Tables 2 - 9) and contain for each Business Breakfast the date, time, venue, a brief summary of the event, the contribution by the co-organiser (if any), and for each participant the company name and type of company (young SME, startup, stakeholder or other).

As detailed in section 2, the START2ACT partners have delivered the Business Breakfast events to companies of the project target group as well as to companies outside of the target group definition. Participants from the START2ACT target groups (young SMEs and startups) are listed at the beginning of each table. The caption of each table contains a summary of the total number of participants, and of those participants from the START2ACT target group.

The data in the following tables (Tables 2-9) have been collected centrally by all partners in the frame of a spreadsheet-based internal reporting procedure. In agreement with this reporting procedure, each partner collects the event documentation items defined in Box 1 after each finalised Business Breakfast.

Not all information that has been collected through the internal reporting procedure are listed in the Tables 2 – 9, e.g. the content of the feedback forms or number of provided project sign-ups. Reasons are that these datasets are large and can be repetitive, so are used instead by the partners to maximise the effectiveness of subsequent Business Breakfasts.

### Box 1: Internal Reporting procedure for the centralised documentation of the START2AC Business Breakfasts

#### **For each event, the following data is collected:**

Date, time and location, number of participants, language, main industries represented, amount of received feedback forms (see APPENDIX V: Feedback Form, Business Breakfast), number of provided project sign-ups, general impressions, short summary of the BB, role and contribution of the co-organising organisation (if any).

#### **For each participant, the following data is collected\*:**

Organisation, type of organisation (young SME, startup, SME, large enterprise, Stakeholder, other), Job-title, all seven questions from the feedback forms (see APPENDIX V: Feedback Form, Business Breakfast).

\* Name, Surname and email address are only collected by the national partner in accordance with the communication with the National Data Protection Authorities issued at the beginning of the project and have not been delivered to the coordinator for the protection of personal data.

## 5.1 SOFENA



**Table 2: BBs organised by SOFENA between 01/05/2016 – 31/07/2017: Total participants: 97 attendees from 75 companies; Target group participants: 35 from 26 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Cluster "Green Energy"	3	young SME	The first business breakfast took place in the city of Plovdiv. The participants invited to take part at the BB were mainly members of the "Green Synergy" cluster. The Executive Director of ABEA, opened the event. SOFENA presenters outlined the main soft measures that can be applied in the office to save energy and costs. SME managers presented their products.	SOFENA with the support of the Association of the Bulgarian Energy Agencies ABEA organized the first business breakfast in Plovdiv city. The event took place in the hall of hotel "Alliance" in Plovdiv. ABEA organized the participation of the members the "Green Synergy" cluster in the BB.
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	SOLERY OOD	1	young SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	KEO-ZENIT OOD	2	young SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	OBERON KONZEPTBAU	1	young SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Bulgarian Wine Tours	1	startup		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Migton Energy EOOD	1	startup		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	ABEA	2	Stakeholder		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	ENERKON EOOD	3	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	EA-Plovdiv	3	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Stoko OOD	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	EKOST EOOD	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	CRANE OOD	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Heliodom EOOD	2	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Bulgaria Chain Turs	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Betezda OOD	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	Gechtakov	1	SME		
SOFENA	01	20/12/2016	15.30-17.30	Plovdiv city	University of Chemistry &Tech	1	Public		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Architecture Studio	1	young SME	The S2A activities were presented to the participants and discussion was conducted about the way managers can motivate their staff and prepare an action plan for implementation of the EE	The Chamber of Commerce and Industry - Vraca supported SOFENA in the organization of BB2. The event was held in the Conference Hall of the House of Culture in the city of Vraca. The stakeholder invited their
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Petroffsoft	1	young SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	SNC "Jarava"	3	young SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	MC Vraca	2	young SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Hubev OOD	1	young SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	TPKI "Ivan Nenov"	1	SME		

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	EEN Vraca	2	SME	measures. The Executive Director of SOFENA, was interviewed by the local Rimex TV and by Daric Radio Station and he shortly promoted the START2ACT project actions and explained what kind of soft measures can be applied in the offices to save energy and costs.	members to the BB. In addition they presented a project in the field of climate protection.
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	ViK OOD Vratsa	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	GAMA NOVA EOOD	2	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Yordan Krastitelski - Jordan 2001 EOOD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Pogledec OOD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	ATS Stone OOD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	BULPLAST M EOOD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Valve Engineering EOOD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	OPAL 94 AD	1	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	TPP Vraca	2	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	SEA SOFENA	2	SME		
SOFENA	02	16/05/2017	09.30-11.30	Vraca city	Ivanov Vladislav	1	SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Melformator EOOD	2	young SME	The BB took place in the Meeting Hall at the premises of Varna City Regional Administration. The event was attended by representatives of municipal employees, of NGOs and SME managers and experts invited by the Association of the Bulgarian Black Sea Municipalities. During the BB open discussions and exchange of opinion took place.	In the period 20 - 22 .06.2017, the Association of the Bulgarian Black Sea Municipalities organized the European Sustainable Energy Week. Intelligent Energy Black Sea Days were held in Varna city. Thanks to the good partnership of SOFENA with the association, we jointly organized the BB on 22.06.2017.
SOFENA	03	22/06/2017	09.15-11.30	Varna city	WEBMA EOOD	1	young SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Teamexperts OOD	2	young SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Varsys OOD	1	young SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	EMDI 15 DZZD	1	young SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	FRONTON OOD	1	young SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	RTM-Automation EOOD	1	startup		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Simex EOOD	1	startup		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	BSREC Association	1	Stakeholder		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Znanie Varna Association	1	Stakeholder		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	OCOSUR Association	1	Stakeholder		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	AIPPM-Dr Kremena Hadzieva EOOD	1	SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Benoni OOD	1	SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	PETI EOOD	1	SME		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Vetrino Municipality	2	public		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Dolni Chiflik Municipality	2	public		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Beloslav Municipality	3	public		
SOFENA	03	22/06/2017	09.15-11.30	Varna city	Varna Municipality	1	public		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	CITT-Global	1	young SME	<p>The event took place at the end of June and maybe that's why it was difficult to ensure the attendance of more young SMEs and startups. Invitations were sent to all startup organizations, accelerators, the business incubator, etc. The participants showed interest to the topic and to the product presented by one of the startup produced for energy saving.</p>	<p>The BB was joint event, organized together with the Innovation Council at the Bulgarian Chamber of Commerce and Industry. Their members - mainly university and scientific companies- also took part in the event.</p>
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Radioactive LTD.	2	young SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Centre for Management and Vocational Training EAD	1	young SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	M-Cluster	1	young SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Ministry of Education	1	young SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	IPA Consult	1	young SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Association for Innovative development	1	startup		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Innovation Council	1	Stakeholder		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Federation of SEU	1	Stakeholder		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Mclimate	1	SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Investment Council	1	SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Contaktni elementi JSC	1	SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	BASEL	1	SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	FAMA Consulting	1	SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	IFTT BAS	1	SME		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	Sofia Technical University	2	Public		
SOFENA	04	21/07/2017	15.45-18.00	Sofia city	EIRC Foundation	1	NGO		



## 5.2 ENVIROS



**Table 3: BBs organised by ENVIROS between 01/05/2016 – 31/07/2017: Total participants: 24 from 23 companies, Target group participants: 22 from 21 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENVIROS	01	Cancelled (lack of signups)							
ENVIROS	02	25/05/2017	8:30 - 11:00	Impact HUB Brno	Regio HUB s.r.o. Brno	1	young SME	The BB was organised in cooperation with Impact HUB's local office, despite the fact that the invitation was addressed to many organisations the total number of registered SMEs was quite low (10 young SMEs), the first part of the presentation was based on the general issues (activities of the start2act project, what is energy efficiency, energy consumption etc.) the second part of the presentation was aimed at the 4 general topics (energy savings in heating and HW systems, energy savings in ventilation & air conditioning systems, energy savings of the electricity used for office appliances and energy savings in lighting system) after the presentation the individual questions were discussed.	The co-organising organisation was the Impact HUB, this organization helped us with participants' invitations, the BB was held in their premises
ENVIROS	02	25/05/2017	8:30 - 11:00	Impact HUB Brno	Self-employed	1	young SME		
ENVIROS	02	25/05/2017	8:30 - 11:00	Impact HUB Brno	Iresoft, s.r.o.	1	SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Condé Publishing, z.s.	1	young SME	The BB was organised in cooperation with Impact HUB's local office, presentation itself was not changed from the previous breakfast, the first part of the presentation was based on the general issues (activities of the start2act project, what is the energy efficiency, energy consumption etc.) the second part of the presentation was aimed at the 4 general topics (energy savings in heating and HW systems, energy savings in ventilation & air conditioning systems, energy savings of the electricity used for office appliances and energy savings in lighting system) after the presentation the individual questions were discussed. This time we also concentrated on the energy management, energy metering, what is needed to install or use so that the	The co-organising organisation was the Impact HUB, this organization helped us with participants' invitations, the BB was held in their premises
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	VOŠ Sokrates s.r.o.	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Self-employed	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Finanční svoboda s.r.o.	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Self-employed	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Self-employed	1	young SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	MYAPPIN, s.r.o.	1	young SME	savings can be measured and evaluated. The participants had a high number of questions and seemed to be interested in topic.	
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	COWO NOVO	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Self-employed	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	Impact HUB Ostrava	1	young SME		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	HUB Innovation	1	startup		
ENVIROS	03	25/05/2017	16:00 - 18:00	Impact HUB Ostrava	PayJack	1	startup		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	Doremium, s.r.o.	2	young SME	The BB was organised in cooperation with Impact HUB's local office, despite the fact that the invitation was addressed to many organisations the total number of registered SMEs was quite low (7 young SMEs), this was caused because there were a lot of other events offering interesting topics for young SMEs and startups at the same time, the beginning of the presentation was dedicated to the activities of the start2act project, general terms such as energy efficiency, how to understand what we can see on our energy invoice etc.) the second part of the presentation was aimed at the 4 general topics in which we can save the energy (heating and HW systems, ventilation & air conditioning systems, use of the electricity for office appliances and lighting system) after the presentation the individual questions were discussed. We also dedicated two slides of the presentation to the possible ways how the energy saving measures can be financed in the Czech Republic (national grants suitable for SMEs).	The co-organising organisation was the Impact HUB, this organization helped us with participants' invitations, the BB was held in their premises
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	F1 Facility s.r.o.	1	young SME		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	Energy HUB s.r.o.	1	young SME		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	GGPC	1	young SME		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	Envirostyl s.r.o.	1	young SME		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	Data not provided	1	N/A		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	HUB Ostrava	1	young SME		
ENVIROS	04	14/06/2017	8:30 - 11:00	Impact HUB Praha	E-klastr Czech Republic a.s.	1	Stakeholder		



## 5.3 EIHP



**Table 4: BBs organised by EIHP between 01/05/2016 – 31/07/2017: Total participants: 66 from 48 companies, Target group participants: 19 from 15 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Aabo d.o.o.	1	Young SME	The first BB was held at Business Incubator BIOS Ltd. premises where 18 participants gathered (excluding organizers/presenters from EIHP). Besides various SME's, several startup companies that work in the incubator were also present. Not only participants but also co-organizers were very satisfied because the owners of the incubator heard about potential EE/RES measures that could be implemented at their office buildings which would involve all the startup employees as well.	The first BB was organized with the help of city of Osijek's department for EU projects and Economy and Business Incubator BIOS Ltd. Their task was to gather around 25 participants from various SME and STARTUP companies at BIOS premises.
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Bamboo lab d.o.o.	1	Young SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Pitaya Solutions	5	startup		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Reaktor d.o.o.	2	Young SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Energo-data d.o.o.	1	SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Panturist d.d.	1	SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Poduzetnički inkubator BIOS d.o.o.	1	SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Polus d.o.o.	1	SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	Tera Tehnopolis	1	SME		
EIHP	01	14/03/2017	11:00 - 14:00	Osijek, Poslovni inkubator BIOS d.o.o.	City of Osijek	4	Public		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Ista d.o.o.	1	Young SME	The second BB was organized with a plan to gather larger SME companies from German-Croatian Chamber of Industry and Commerce's network. More participants	The second BB was organized with the help of German-Croatian Chamber of Industry and Commerce and their task was to gather as much
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Drager Safety d.o.o.	1	SME		

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Work-ing d.o.o.	1	SME	from their SME network were expected but due to various reasons only few came to the BB. Therefore, the presentations were more focused on interaction between participants which made it very successful because of discussion about concrete EE/RES investments and measures implemented in their office buildings.	SME's as possible. In the end there were only 10 (excluding organizers/presenters from EIHP).
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Helb d.o.o.	1	SME		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Ireks Aroma d.o.o.	1	SME		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Croatian chamber of trades and crafts	1	Public		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Njemačko-hrvatska industrijska i trgovinska komora	1	Organization		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Siemens d.d.	1	LE		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	Kaufland Hrvatska d.d.	1	LE		
EIHP	02	17/05/2017	10:00 - 13:00	Zagreb, Njemačko-hrvatska industrijska i trgovinska komora	dm-drogerie markt d.o.o.	1	LE		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	ABG projekt	1	Young SME	The third BB was organized in Croatian Chamber of Economy's central conference room in Zagreb. Participants raised many questions about new EE/RES	The third BB event was co-organized with Croatian Chamber of Economy. It was a successful event in the end but similarly to other
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Anvelopa d.o.o.	1	Young SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	SCANMES d.o.o.	1	Young SME		

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Govorčinović savjetovanje d.o.o.	1	Young SME	technologies, so the discussion was successful, and participants showed their interest in the START2ACT's future activities which we used for on-site capacity building.	BB's there were much more people registered so less people participated than it was expected.
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Goodwill Consulting d.o.o.	2	Young SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	CodeIn Consulting j.d.o.o.	1	Young SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	SUPERA KVALITETA d.o.o.	1	SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Info-point d.o.o.	1	SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	La Log d.o.o.	1	SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Notitia d.o.o.	1	SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Consultor Astra	1	SME		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Croatian Chamber of Economy	2	Public		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Combis d.o.o.	1	LE		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Odašiljači i veze d.o.o.	1	LE		
EIHP	03	27/06/2017	10:00 - 13:00	Zagreb, Hrvatska gospodarska komora	Arinka d.o.o.	2	N/A		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Ćurin nautika	3	Young SME	The fourth BB was very successful, and participants were very satisfied because not so many events like this were organized in Split so far. They raised many	The fourth BB was co-organized with Croatian Chamber of Economy County - Chamber Split. Together, SME members
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Nis d.o.o.	1	SME		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	volumen metal d.o.o.	1	SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Naputica d.o.o	1	SME	questions about specific EE/RES investments for their Mediterranean climate.	from Split and its suburbs where invited.
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	LGV COMPANY d.o.o.	1	SME		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	M.P.Beton d.o.o.	1	SME		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	data not provided	1	N/A		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Lavčević d.d.	1	SME		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Škola za dizajn, grafiku i održivu gradnju	2	Public		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Sveučilište u Splitu - Medicinski fakultet	1	Public		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Croatian Chamber of Economy	2	Public		
EIHP	04	05/07/2017	11:00 - 14:00	Split, Hrvatska gospodarska komora	Brodotrogir	4	LE		



## 5.4 GEO



**Table 5: BBs organised by GEO between 01/05/2016 – 31/07/2017: Total participants: 22 from 18 companies, Target group participants: 10 from 9 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	BP Controlling Kft	1	Young SME	First event organized with the help of Magnet Bank and EUCHAM. 90 minutes, starting for a breakfast, then the presentations are carried out. Some very motivated SMEs turned up, the first time we did not reach the expected attendance.	Magnet Bank provided the venue for free and they were invited to present themselves in light of their activities supporting SMEs in field of energy efficiency. All in all, the presentation did not take place due to sickness of the presenter. EUCHAM helped in promoting the event.
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	FIVOSZ	1	Stakeholder		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	AURUM ÉLETMŰHELY / LÉLEKSZÖRF	2	Young SME		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	BIBCA	1	SME		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	EUCHAM	1	Stakeholder		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	Alenis Hungary Kft	1	Young SME		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	sfi engineering Hungary Kft.	1	Young SME		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	Ökoenergia program Kft.	1	Young SME		
GEO	01	11/04/2017	8:30-10:00	HU - Budapest, MagNet Community House	MagnetHáz	1	SME		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	Bp. Controlling Kft.	1	young sme	Second BB at the venue of MagnetBank. More invited guest speakers from GREENWILL and from Hungarian Energy Efficiency Institute. Much diverse event with comparable number of SMEs than at the earlier	Magnet Bank provided the venue for free and they presented themselves in light of their activities supporting SMEs in field of energy efficiency. EUCHAM helped in promoting the event and their GREENWILL initiative was presented too.
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	IMRO DDKK Nonprofit Kft.	1	young SME		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	IYASSU	1	young SME		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	Magnet Bank	1	SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	Budapesti Vállalkozásfejlesztési Alapítvány	1	stakeholder	event. Good feedbacks received. At this event, more umbrella organizations appeared.	
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	EEN Hungary	1	stakeholder		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	Hungarian Energy Efficiency Institute	1	stakeholder		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	EUCHAM	3	stakeholder		
GEO	02	17/05/2017	8:30-10:00	Budapest, MagNet Community House	Antall Jozsef Research center	1	other		



## 5.5 KAPE

Picture 1: Participants at the BB3 in Poland.



Picture 2: Participants at the BB3 in Poland



Picture 3: Participants at the BB4 in Poland



Picture 4: Participants at the BB5 in Poland



Picture 5: Participants at the BB6 in Poland



Picture 6: Participants at the BB7 in Poland



**Table 6: BBs organised by KAPE between 01/05/2016 – 31/07/2017: Total participants: 131 from 85 companies, Target group participants: 38 from 38 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	Majkowski-Bau Sp	1	SME	BB organized during Energy Bus (EU Project by KAPE). No young SMEs were attending this Business breakfast despite promotional efforts towards the target group.	
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	EkolnBud Sp z.o.o.	1	SME		
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	Gerlej	1	SME		
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	Pomorska Izba Rzemieślnicza MSP	5	Stakeholder		
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	Polskie Piekarnie sp. Z.o.o.	1	SME		
KAPE	01	15/11/2016	9.00-10.00	Gdańsk	Anro	1	SME		
KAPE	02	17/11/2016	9.00-10.00	PL, Warszawa	Fabryka Makaronu Sp. z o.o.	1	Young SME	BB organized during Energy Bus (EU Project by KAPE)	
KAPE	02	17/11/2016	9.00-10.00	PL, Warszawa	Nelav Sp. z o.o.	1	Young SME		
KAPE	02	17/11/2016	9.00-10.00	PL, Warszawa	Doradcy Energetyczni Sp. z o.o.	1	Young SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	PXF Lighting	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Piękny dom	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Bank Polskiej Spółdzielczości	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Pralnia Chemiczna i Wodna	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Creative Boutique	1	LE		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Sunriseart SP z.o.o.	1	SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Europejskie Centrum Innowacji Sp. z o.o.	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	FORMAT Studio Projektowania Wnętrz Anna Maria Mliczewska-Rysiak	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Resorrex	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Cech Rzemiosł Skórzanych	1			
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Rzemieślniczy Dom Towarowy	1			
KAPE	02	17/11/2016	9.00-10.00	Warsaw	Belimo	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	BSP Bracket System Polska Sp. z o.o.	1	SME		
KAPE	02	17/11/2016	9.00-10.00	Warsaw	AB Consult	1	SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Armnet Telekomunikacja Sp. z o.o.	1	Young SME	BB organized in cooperation with Warsaw Business Association, 5 Participants did not provide their details, but their presence is evidenced by photographs taken at the events (see introduction to this table in picture 1 and 2 ).	BB organized in cooperation with Warsaw Business Association.
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Passus S.A.	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	CoAction Przemysław Fidzina	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Blanket Story Sp. z o.o.	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	ANTHEAP Sp. z o.o.	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Cogiterra Sp. z o.o.	1	Young SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Towarzystwa Biznesowe	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	Pracownia Synergii	1	Young SME		
KAPE	03	25/04/2017	7.00-9.00	PL, Warszawa	INDASOL Industrial Solutions	1	Young SME		
	03	25/04/2017	7.00-9.00	PL, Warszawa	Name not provided	5	other		
KAPE	04	25/04/2017	10.00-12.00	PL, Warszawa	Assiduus Sp. z o.o.	1	Young SME	BB organized in cooperation with Warsaw Business Association, 9 Participants did not provide their details, but their presence is evidenced by photographs taken at the events (see introduction to this table in picture 3).	BB organized in cooperation with Warsaw Business Association.
KAPE	04	25/04/2017	10.00-12.00	PL, Warszawa	Olszewski LTD	1	Young SME		
	04	25/04/2017	10.00-12.00	Warsaw	Sandler Training	1	SME		
	04	25/04/2017	10.00-12.00	Warsaw	Pro Beanus Sp z.o.o	2	SME		
	04	25/04/2017	10.00-12.00	Warsaw	Soeto sp z.o.o	1	SME		
	04	25/04/2017	10.00-12.00	Warsaw	Name not provided	9	other		
KAPE	05	28/04/2017	7.00-9.00	PL, Warszawa	Pracownia Aktorska	1	Young SME	BB organized in cooperation with Warsaw Business Association, 8 Participants did not provide their details, but their presence is evidenced by a photograph taken at the event (see introduction to this table in picture 4).	BB organized in cooperation with Warsaw Business Association.
KAPE	05	28/04/2017	7.00-9.00	PL, Warszawa	KNK Technology	1	Young SME		
KAPE	05	28/04/2017	7.00-9.00	PL, Warszawa	LEXA Sp. z o.o.	1	Young SME		
KAPE	05	28/04/2017	7.00-9.00	PL, Warszawa	Mobility Soft sp. z o.o.	1	Young SME		
KAPE	05	28/04/2017	7.00-9.00	PL, Warszawa	Sensity.pl, SklepOjca.pl	1	Young SME		
		28/04/2017	7.00-9.00	Warsaw	BOGART BOGDAN ŻELAZKO ROMAN TRZASKOWSKI SPÓŁKA JAWNA	1	SME		
		28/04/2017	7.00-9.00	Warsaw	Robert Furtak	1	Self-employed		
		28/04/2017	7.00-9.00	Warsaw	Name not provided	8	other		
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	VR PROGRESS	1	Young SME	BB organized in cooperation with Warsaw Business Association, 4 Participants did not provide their	BB organized in cooperation with Warsaw Business Association.
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	AD Studio Sp. z o.o.	1	Young SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	Kancelaria Adwokacka Adw. Tomasz Piotr Chudziński	1	Young SME	details, but their presence is evidenced by a photograph taken at the events (see pictures in the introduction to this table)	
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	TPSI Sp. z o.o.	1	Young SME		
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	Fundacja Katalizator Technologii	1	Young SME		
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	Recometal	1	Young SME		
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	Rigel Sp. z o.o.	1	Young SME		
KAPE	06	11/05/2017	7.00-9.00	PL, Warszawa	Arsenal Soft	1	Young SME		
	06	11/05/2017	7.00-9.00	Warsaw	Plackarnia	1	SME		
	06	11/05/2017	7.00-9.00	Warsaw	Gynszka Findraising Advisors	1			
	06	11/05/2017	7.00-9.00	Warsaw	Kma Andrzej Bisek	1	SME		
	06	11/05/2017	7.00-9.00	Warsaw	freelancer	1	other		
	06	11/05/2017	7.00-9.00	Warsaw	Name not provided	4	other		
KAPE	07	21/06/2017	13.00-14.00	PL, Warszawa	Aura Consulting Sp. z o.o.	1	Young SME	BB organized in cooperation with Enterprise Europe Network, 14 Participants did not provide their details, but photographs were taken at the events that help evidencing this numbers (see pictures in the introduction to this table.)	BB organized in cooperation with Enterprise Europe Network.
KAPE	07	21/06/2017	13.00-14.00	PL, Warszawa	Ok Paweł Jordan	1	Young SME		
	07	21/06/2017	13.00-14.00	Warsaw	NCP Poland, KPK PB UE	1	other		
	07	21/06/2017	13.00-14.00	Warsaw	Warsaw University	1	public		
	07	21/06/2017	13.00-14.00	Warsaw	Tachvance	1	SME		
	07	21/06/2017	13.00-14.00	Warsaw	Majm Mariusz Pawełczak	1	SME		
	07	21/06/2017	13.00-14.00	Warsaw	name not provided	14	other		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	DC Finanse Sp. z o.o.	1	Young SME	BB organized in cooperation with Poznań Business Association	BB organized in cooperation with Poznań Business Association.
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	Biuro Finansowe Partnerzy Sp. zo.o.	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	Siliton Sp. z o.o.	1	Young SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	HEG gaz	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	Rozwijnalnia Kobiet	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	Energia Solarna Michał Miłkowski	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	AUDIATOR	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	5 Kamieni Pracownia Rozwoju	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	PL, Warszawa	Sagit Sp. z o.o.	1	Young SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Goldenmark	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Kancelaria Finansowa AWB Sp. z o.o.	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Euro logistic	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Pramerica	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Hermes Energy Group S.A	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Fochardksięgowa	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	MHS Mikulski	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Vendita	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	MTG	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	CLA Invest	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Grzegorz Gwizdecki	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Manufaktura Andrzej Szczepański	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	ASTIC Jarosław Pluciński	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	ELKA Przedsiębiorstwo Wielobranżowe Leszek Kubiniec	1	SME		
KAPE	08	19/07/2017	7.00-9.00	Poznań	Hoba	1	SME		



## 5.6 ENERO





**Table 7: BBs organised by ENERO between 01/05/2016 – 31/07/2017: Total participants: 101 from 62 companies, Target group participants: 10 from 7 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	CROMAFOR	1	young SME	The event was organised in co-operation with the CONSTRUCT CLUSTER OLTENIA. The majority of participants were coming from construction companies. They were interested especially in lighting and heating/cooling of buildings	CONSTRUCT CLUSTER OLTENIA hosted the event in the framework of its annual event at the end of the year
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	One Star Consulting	1	young SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	CCO	1	young SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Centrul medical Camen	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Sauleanu si Asociatii	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Recon SA	4	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Rezistent Prodcom	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	GIP	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Confort House	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Alto Emdia	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Getrix S.A.	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Multibond	1	SME		
ENERO	01	08/12/2016	18:00-19:30	Epoca Steak House, Craiova (Dolj County)	Ciromat	4	SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	SC Gheorghiescu SRL	1	young SME	<p>ENERO organised the event together with Energynomics. Wing Media, through its platform Energynomics, organised a media campaign dedicated to energy efficiency. Within this event a section was dedicated to the s2A business breakfast. Participants were interested in various aspects of the S2A activities, among them lighting, HVAC and financing opportunities. Necessity of co-operation of companies with academic environment and public authorities was also highlighted</p>	<p>Energynomics assured a wide dissemination of the event, including in local and national mass media (see Energynomics report) and the logistics of the event.</p>
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	SC Vestra Industry SRL	1	young SME		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	Civil Engineering Faculty Iasi	15	university		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	RECOM instal	1	SME		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	General manager	1	SME		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	Radio Heat Iasi	1	SME		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	Iasi Municipality	3	public administration		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	National railway company	2	large company		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	Delgaz Grid	1	large company		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	SC Carrefour Romania	1	large company		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	EON Romania	3	large company		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	DELPHI Diesel Systems	1	large company		
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	Authorised expert	1	Authorised expert		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENERO	02	25/04/2017	11:00-13:00	Iasi, Congress Hall	independent specialist	1	Authorised expert		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	SGC PRO	3	large company	<p>ENERO organised the event together with Energynomics. Wing Media, through its platform Energynomics, organised a media campaign dedicated to energy efficiency. Within this event a section was dedicated to the S2A business breakfast. The former Minister of Energy participated in the event, who presented the new Energy Strategy. A possible co-operation with Servelect, who is a consulting company on EE was discussed,</p>	<p>Energynomics assured a wide dissemination of the event, including in local and national mass media and the logistics of the event.</p>
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	AMRSP Bucuresti	1	public company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Autotransilvania	2	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Faist Mekatronic	1	SME		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	CTP Cluj Napoca	1	public company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Banca Transilvania	1	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Zapp As Industries Romania	2	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Sain Gobain Rigips	2	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Industria Sarnei Campia Turzii SA	1	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	SC Ardealul Carei	1	SME		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	EnergoBit	2	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Sc Electrolux Romania	1	large company		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	DOKA Romania Tehnica Cofrajelor	1	SME		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Hidroelectrica Sa Sebes	1	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	authorised independent specialist	1	authorised expert		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Friesland Campina	1	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	New Kopel SRL (Sixt)	1	large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	I&C Transilvania Constructii	1	SME		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Sain Gobain Rigips		large company		
ENERO	03	18/05/2017	11:00-13:00	Cluj-Napoca, Hotel Ramada	Robert Bosch	1	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Media Edu	1	young SME	ENERO organised the event together with Energynomics. Wing Media, through its platform Energynomics, organised a media campaign dedicated to energy efficiency. Within this event a section was dedicated to the S2A business breakfast. An interview was given by Nicoleta Ion, speaking about S2A aim and activities.	Energynomics assured a wide dissemination of the event, including in local and national mass media and the logistics of the event.
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Intelltech Oradea	4	young SME		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	University of TM	2	university		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	HELIOPOLIS Energia	1	SME		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	EUROELECTRIC	1	SME		





Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Electroproiect HK	1	SME	Possible Co-operation with "Youth House" owners established	
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	SC Automaton SRL	3	SME		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	ISIM Timisoara	1	research institute		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Luxten Lighting Co. SA	1	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Power Electric SA	1	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	ENEL	1	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	ABB	3	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Delgaz Grid	1	large company		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	PFA Lazar Traian Iancovici	1	authorized expert		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Chamber of Commerce, Industry and Agriculture TM	3	association		
ENERO	04	22/06/2017	11.00-13.00	Timisoara, Continental Hotel	Energ Regent Tech	1			



## 5.7 SIEA



**Table 8: BBs organised by SIEA between 01/05/2016 – 31/07/2017: Total participants: 69 from 58 companies, Target group participants: 18 from 16 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
SIEA	01	10/05/2017	9:00 -13:00	Košice	ECONS Energy	2	young SME	Presentations about the START2ACT project and its activities, questions and answer part, networking	Co-organising party - NEK with task to invite NEK local partners from Košice region
SIEA	01	10/05/2017	9:00 -13:00	Košice	BH, sro	1	young SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	SPRAVIS s.r.o.	1	young SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	LICEA	1	young SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	Tera green s.r.o.	1	young SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	SKSI	1	Stakeholder		
SIEA	01	10/05/2017	9:00 -13:00	Košice	NEK	1	Stakeholder		
SIEA	01	10/05/2017	9:00 -13:00	Košice	KES	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	STAVOTEN	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	ZS a UW	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	SPRAVING	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	SVB správa bytov	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	TZB komplet s.r.o.	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	ZPX, s.r.o.	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	PROBYT PLUS s.r.o.	2	SME		



SIEA	01	10/05/2017	9:00 -13:00	Košice	SDK, s.r.o.	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	PrEnKI	1	SME		
SIEA	01	10/05/2017	9:00 -13:00	Košice	self-employed 1	1	self-employed		
SIEA	01	10/05/2017	9:00 -13:00	Košice	self-employed 2	1	self-employed		
SIEA	01	10/05/2017	9:00 -13:00	Košice	self-employed 3	1	self-employed		
SIEA	01	10/05/2017	9:00 -13:00	Košice	self-employed 4	1	self-employed		
SIEA	01	10/05/2017	9:00 -13:00	Košice	TUKE	4	PUBLIC		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	MKAMIG, sro	1	young SME	Presentations about the START2ACT project and its activities, questions and answer part, networking	Co-organising party - NEK with task to invite NEK local partners from Nitra region
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	SCHEGEDA sro	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	MaZ CONSULTING	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	Alphamed sro	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	Kajmont servis sro	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	Matula sro	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	PAPEESTAV sro	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	VRB sro	2	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	ASKASK	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	iDEAREAL	1	young SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	SSTP	1	Stakeholder		





SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	KES a.s.	2	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	BYSPRAV sro	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	IMMERGAS sro	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	KKH	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	SLOVGEOTERM	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	BIOMASA	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	IZAMER	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	ISABOLOV	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	VIEROMA	1	SME		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	self-employed	1	self-employed		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	self-employed	1	self-employed		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	Výčapy-Opatovce	1	PUBLIC		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	STUBA	1	PUBLIC		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	VIESSMANN	1	LE		
SIEA	02	24/05/2017	16:00 -18:30	Výčapy-Opatovce	COFELY	1	LE		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Aegro Rumanova sro	1	young SME	Presentations about the START2ACT project and its activities, questions and answer part, networking	none
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	KVP Lehota	2	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Tyukos sro	1	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Reflex Risnovce sro	1	SME		





SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	MR Holeska	1	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Wittex sro	2	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Trnovec sro	1	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	OPS CHTELINCA sro	1	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	PUK sro	3	SME		
SIEA	03	27/06/2017	10.00 - 15.00	Velke Kostolany	Veľké Kostoľany	1	PUBLIC		



## 5.8 CARBON TRUST



 **Pointers Institute** added 2 new photos.  
17 hrs · 🌐

Today we have attended a conference about Energy Efficiency & Regional Business Support Initiatives for Small Business organised by the East Midlands Chamber together with Carbon Trust and Start2Act Project. It was a very helpful and instructive event for P.O.I.N.T.E.R.S. and Qube Systems. We have got in touch with several projects carried out by The University of Nottingham and University of Derby. We are looking forward to keeping growing efficiently and sustainably.



**Table 9: BBs organised by The Carbon Trust between 01/05/2016 – 31/07/2017 Total participants: 52 from 38 companies, Target group participants: 42 from 30 companies**

Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Verdo Renewables	1	Young SME	<p>First UK business breakfast held on 4th November 2016 as part of the Future South conference in Winchester for SMEs and startups on creating a low carbon economy. We had a mix of attendees including SMEs, startups and some consultant-type organisations. Content included an overview of opportunities concentrating on topics with the highest saving potential for SMEs: energy management, lighting, heating/cooling and choosing efficient premises. Further opportunities to participate in START2ACT were also presented.</p>	<p>Hampshire Chamber of Commerce / Future South. The co-host assisted with promotion to local contacts and to delegates of the remainder of the conference. The co-host also provided the workshop room free-of-charge.</p>
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	HPW Architecture	2	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	HPW Architecture		Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Proactive Trading	1	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Sustrans	1	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Company 1 (name not given)	1	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Company 2 (name not given)	1	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Company 3 (name not given)	1	Young SME		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Barter for Things	1	Startup		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Termaflex Systems Limited	1	Startup		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	MITIE Group	2	Stakeholder		
CT	01	04/11/2016	07:30 - 9:00	Guildhall Winchester	Hampshire Chamber	1	Stakeholder		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Cube Sytems	2	Young SME	<p>Second UK business breakfast held on 23rd February 2017 in Nottingham. Mix of businesses</p>	<p>East Midland Chamber of Commerce. The co-host assisted with promotion using their wide</p>



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Wates SmartSpace FM	2	Young SME	<p>primarily from the Care home, Construction, Consultancy, Engineering, Digital and Scientific sectors. Topic areas were kept the same as BB01 with some additional depth/detail. A section on funding for equipment upgrades was also included based on feedback from BB01.</p>	<p>network of local business contacts in Derbyshire, Nottinghamshire and Leicestershire.</p>
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Inntropy	2	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	BYL Energy	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	ECA Group	2	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Greenvision	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	DMS	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	UJES Ltd	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	MTH Earthly	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	SMSS Ltd	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	DES Electrical	1	Young SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Responsible Solutions	1	Young SME		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Eaton Electrical	2	Stakeholder		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	University of Nottingham	1	Stakeholder		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Derby City Council	1	Stakeholder		
CT	02	23/02/2017	08:00 - 11:00	Nottinghamshire Sustainability Event	Derby Business School	1	Stakeholder		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Asif Malik Architect	1	Young SME	<p>"Third UK business breakfast held on 27th April 2017 in Kingston, London. Attendees mostly from manufacturing and consulting sectors. Content focused on understanding energy data, lighting and heating opportunities. A section at the end covered funding opportunities and further START2ACT support. There was a large participation and discussion with attendees throughout the event.</p>	<p>Kingston University / Institute for Small Business and Entrepreneurship. Co-host assisted with promotion to local networks and SMEs that they have worked with in the past.</p>
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Thameswey Group	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	CMG Consulting	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	GG - Consulting	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Auditel	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Kingsrgen Research & Development ltd	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Omega Dot	1	Young SME		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Swan Chambers	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Forever Living Products	1	Young SME		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	Kingston Business School	1	Stakeholder		
CT	03	27/04/2017	08:00 - 11:00	Kingston University Business School	KU	1	Stakeholder		
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	PECT	1	Young SME	Fourth UK business breakfast held on 20th September 2017 in Peterborough. This was originally scheduled for 11th June and then 12th July but had to be postponed both times due to lack of attendee signups. Promotion of this event was extensive, using multiple local organisations, local SME programmes and printed and online articles. The content focused on understanding energy data, lighting, heating, START2ACT support, and finally a presentation of a local ERDF-funded SME Programme called BEECP.	Business Energy Efficiency Cambridge and Peterborough (BEECP) / Peterborough Environment City Trust. The co-hosts promoted this event extensively to SME contacts and other local organisations/support programmes. The event was hosted at a shared workspace (Allia), who also promoted the event through their networks.
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	Utility Bidder	2	Young SME		
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	Green City Solutions	1	Young SME		
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	SAM Group	1	Young SME		
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	Clark Drain Ltd	1	Young SME		
CT	04	20/09/2017	08:00 - 10:00	Allia Future Business Centre Peterborough	FFM	1	Young SME		
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	Sadlers Wells	2	Young SME		
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	Future Scales	1	Startup		



Partner	No. of BB	Date	Time	Venue	Company participated	# participants from each company	Type of company	Summary	Contribution by co-organiser
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	Plantifications	1	Young SME	Cambridge on 9th November, which was cancelled due to low signups. A mix of attendees including several from creative/design sectors. 22 people registered for the event but 8 attended on the day, so drop out rate was much higher than usual. Content was the same as for BB03, with the addition of a section on greening supply chains (relevant for the target audience) and short presentations by both co-hosts.	networks and Workspace provided the event venue free-of-charge.
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	British Lung Foundation	1	Young SME		
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	e-cargobikes.co.uk	1	Young SME		
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	Cred	1	Young SME		
CT	05	13/12/2017	08:30 - 10:30	Clerkenwell Workspace	ISEP	1	Young SME		
CT	A business breakfast was scheduled for 9th November 2017 in Cambridge, but despite significant promotion efforts the event was cancelled due to low sign ups								
CT	A business breakfast was scheduled for 6th January 2018 in Barnsley, but despite significant promotion efforts the event was cancelled due to low sign ups								

## 6. APPENDIX II: On site capacity building activities

This section provides tables (Tables 10 - 18) as well as pictures of the on-site capacity building activities by START2ACT partners organised from 01/05/2017 – 31/07/2017. The three partners ENERO, KAPE and Carbon Trust have organised on-site capacity building activities in the period covered by this deliverable. The list contains the date, venue and name of the SME trained, a brief description of the SME trained, number of participants, the agenda of the training, short summary and outcomes of the event as well as the type of the company. The number of participants is based on the registration sheet that is filled in and signed by the contact person at the SME for each visit (see APPENDIX I).

The data in the following tables (Tables 10-18) have been collected centrally by all partners in the frame of a spreadsheet-based internal reporting procedure. Each partner collects the documentation items defined in Box 2 after each finalised on-site capacity building activity.

### Box 2: Internal Reporting procedure for the START2ACT on-site capacity building activities.

#### **For each on-site capacity building event the following data is collected:**

Date and venue, name of the SME trained, company description, agenda, summary and outcomes, pictures of the session, # of visit, number of surveys distributed, year of establishment and number of employees, technical measures and non-technical measures the SME is interested in, reason for early termination of the consultancy scheme (if any).

## 6.1 ENERO



**Table 10: On-site capacity building activities by ENERO from 01/05/2017 – 31/07/2017. Total number of people reached with the consultancy: 67, thereof 59 from young SMEs (21 companies) and 8 from SMEs outside of the target group (2 SME, established 2004 and 2010)**

Ref Nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participants	Type of company
1	31.05.2017	SME 01	Translation agency	1. Presentation of ENERO and S2A project 2. Presentation of SME 3. Walk through 4. Inventory of main consumers 5. About no cost energy efficiency measures 6. Questionnaire survey 7. Next visit planning	Relatively low energy consumption. Awareness raising for future activities and development.	1	2	Young SME
2	15.06.2017	SME 02	Playground		Relatively low energy consumption. Awareness raising for future activities.	1	2	Young SME
3	15.06.2017	SME 03	Real estate		Relatively low energy consumption. Identification of energy saving measures. Awareness raising for future activities.	1	2	Young SME
4	15.06.2017	SME 04	Playground		Identification of energy saving measures for the customer	1	4	Young SME
5	16.06.2017	SME 05	Restaurant		This SME has modern appliances, with low energy consumption. However, further awareness raising measures for employees could be implemented. Owner oriented towards energy savings	1	8	Young SME
6	29.05.2017	SME 06	HR		They are not owner of the space, little possibilities for cost measures. However, management and staff engagement measures could be implemented. They have some inefficient energy appliances, but it is challenging to persuade the building owner	1	1	Young SME
7	29.05.2017	SME 07	Restaurant		Some appliances are inefficient, there is room for improvements. Recommendations are prepared for the second visit	1	5	Young SME
8	29.05.2017	SME 08	Research in HR		They are not owner of the space, limited possibilities for cost measures. However, management and staff engagement measures could be implemented. They have some inefficient energy appliances, but it is challenging to persuade the building owner	1	1	Young SME
9	29.05.2017	SME 09	Travel agency		They are not owner of the space, limited possibilities for cost measures. However, management and staff engagement measures could be implemented. They have some inefficient energy appliances, but it is challenging to persuade the building owner	1	2	Young SME
10	28-30.06.2017	SME 10	Advertising agency		Relatively low energy consumption. Awareness raising for future activities and development.	1	3	SME

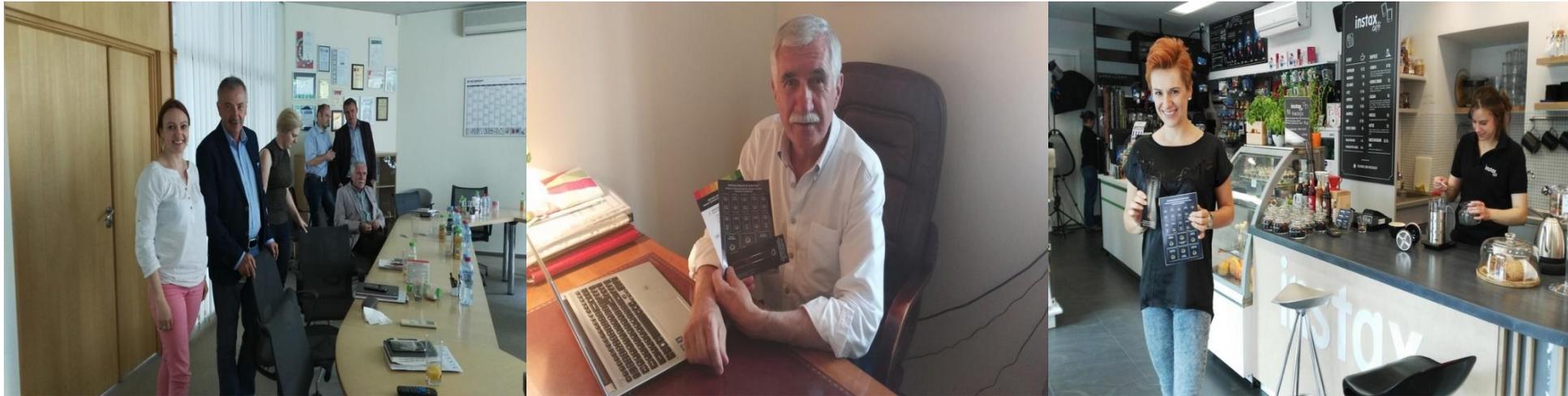
Ref Nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participants	Type of company
11	21.07.2017	SME 11	Business consulting		Relatively low energy consumption. Awareness raising for future activities. Part of activity is carried out from home.	1	1	Young SME
12	17-21.07.2017	SME 12	consulting		Relatively low energy consumption. Awareness raising for future activities. Part of activity is carried out from home.	1	1	Young SME
13	17-21.07.2017	SME 13	Restaurant		The owner has some problems with the heating system. A deeper analysis was necessary. Lighting also has a good improvement potential.	1	3	Young SME
14	17-21.07.2017	SME 14			Relatively low energy consumption. Awareness raising for future activities. Part of activity is carried out from home.	1	2	Young SME
15	17-21.07.2017	SME 15	tourism agency		Relatively low energy consumption. Awareness raising for future activities. Some office equipment should be replaced, when it becomes necessary, with more efficient one	1	5	SME
16	17-21.07.2017	SME 16	Gym		Lighting has a good potential of improvement	1	9	Young SME
17	17-21.07.2017	SME 17	Hotel		Thermal insulation needed. Lighting system is calculated for the room (leading to a big consumption and not sufficient light). Long distance from heating boiler to room heated.	1	5	Young SME
18	17-21.07.2017	SME 18	Security systems		Relatively low energy consumption. Awareness raising for future activities. Part of activity is carried at the client premises. During the winter, they need additional heating sources.	1	3	Young SME
19	17-21.07.2017	SME 19	Restaurant		Relatively low energy consumption. Awareness raising for future activities. The owner denied the second visit, although there was room for improvement, which was communicated to the owner.	1	1	Young SME
20	17-21.07.2017	SME 20	Services, Alternative therapy		Relatively low energy consumption. Awareness raising for future activities.	1	1	Young SME
21	17-21.07.2017	SME 21	Trainings		Relatively low energy consumption. Awareness raising for future activities. Activities usually carried out in customer's premises (Potential to multiply the knowledge on energy efficiency).	1	3	Young SME



Ref Nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participants	Type of company
22	17-21.07.2017	SME 22	Restaurant		Relatively low energy consumption. Awareness raising for future activities.	1	1	Young SME
23	17-21.07.2017	SME 23	consulting		Relatively low energy consumption. Awareness raising for future activities.	1	2	Young SME



## 6.2 KAPE



**Table 11: On-site capacity building activities by KAPE from 01/05/2017 – 31/07/2017. Total number of people reached with the consultancy: 22 from young SMEs (4 companies).**

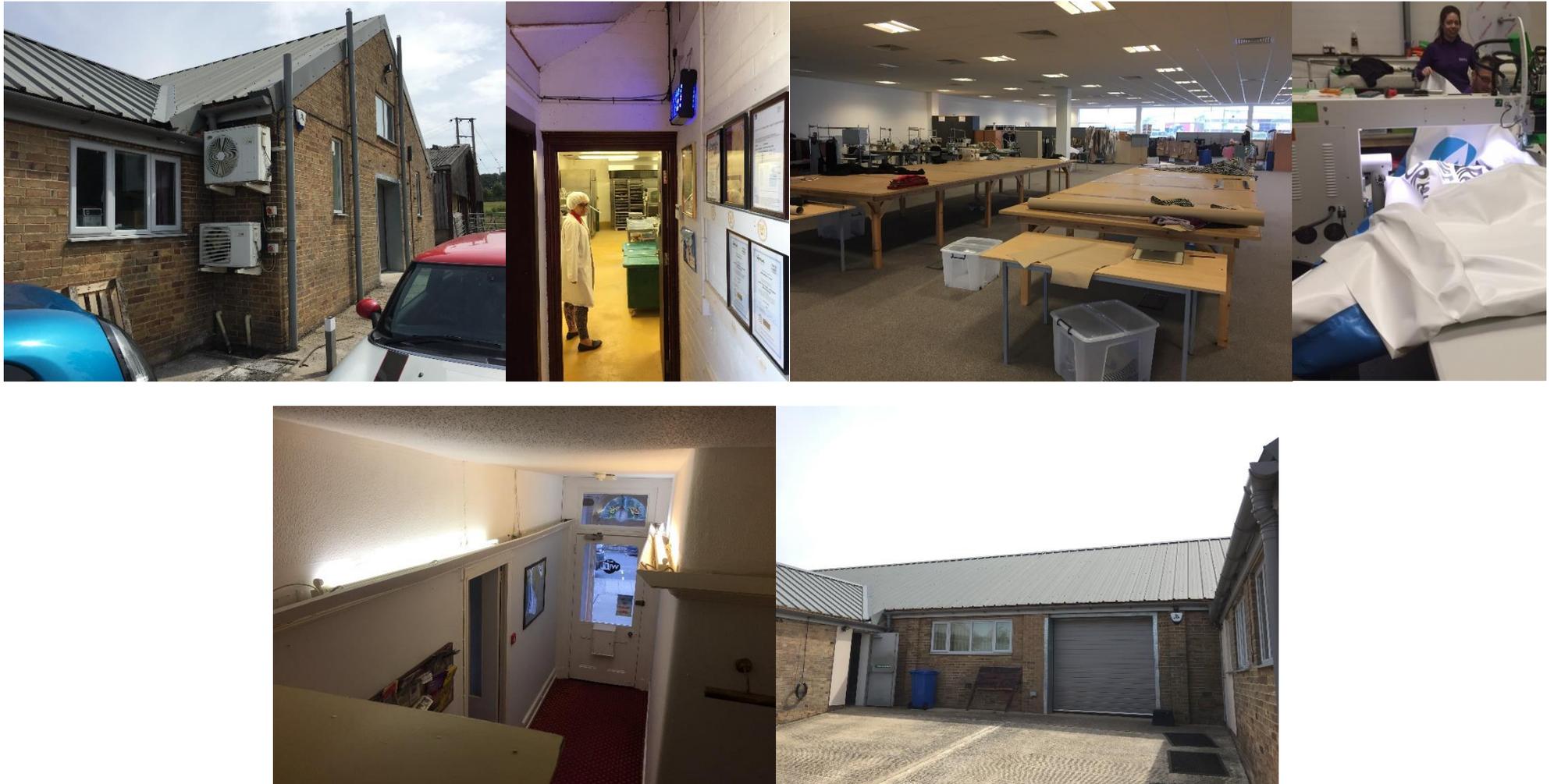
Ref. nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participants	Type of company
1	13.06.2017	SME 01	services	Short description of START2ACT project, presenting aims and benefits for the company, walk around the office – discussion about opportunities and expert advices, Discussion with the employees about energy saving possibilities in the office, Presenting of the START2ACT Energy Saving Platform, Distribution of promotional materials – thermometers, leaflets, stickers, taking Photos.	Interested in the implementation of energy efficiency measures.	1	12	Young SME
2	19.06.2017	SME 02	services	Short description of START2ACT project, presenting aims and benefits for the company, walk around the office – discussion about opportunities and expert advices, Discussion with the owner about energy saving possibilities in the office, Presenting of the START2ACT Energy Saving Platform, Distribution of promotional materials – thermometers, leaflets, stickers, taking Photos.	Interested in the implementation of energy efficiency measures. Small company.	1	1	Young SME
3	23.06.2017	SME 03	services	Short description of START2ACT project, presenting aims and benefits for the company, walk around the office – discussion about opportunities and expert advices, Discussion with the owner about energy saving possibilities in the	Interested in the implementation of energy	1	1	Young SME



Ref. nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participants	Type of company
				office, Presenting of the START2ACT Energy Saving Platform, Distribution of promotional materials – thermometers, leaflets, stickers, taking Photos,	efficiency measures. Small company.			
4	26.06.2017	SME 04	services	Short description of START2ACT project, presenting aims and benefits for the company, walk around the office – discussion about opportunities and expert advices, Discussion with the owner about energy saving possibilities in the office, Presenting of the START2ACT Energy Saving Platform, Distribution of promotional materials – thermometers, leaflets, stickers, taking Photos.	Employees Interested in the implementation of energy efficiency measures. Not typical office, foto studio with cafe.	1	8	Young SME



## 6.3 Carbon Trust



**Table 12: On-site capacity building activities by Carbon Trust from 01/05/2017 – 31/07/2017. Total number of people reached with the consultancy: 93 from young SMEs (8 companies).**

Ref. nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participant	Type of company
1	02.06.2017	SME 01	Small hairdressing salon in Aberfeldy.	START2ACT Visit 1 Training Kit modules Green lease options Finding and applying for green finance	The SME has unusually high energy costs so was given bespoke advice on opportunities to reduce this, focusing on finding funding and conversations with the landlord to upgrade building fabric and install central heating.	1	6	Young SME
2	19.06.2017	SME 02	Childcare service for 19 children, planning to expand to 50 in the medium term.	START2ACT Visit 1 Training Kit modules High level opportunities audit	The SME was trained on setting policies, energy management and staff engagement and plans to put these in place before Visit 2.	1	8	Young SME
3	18.07.2017	SME 03	Bakery manufacturer that makes products which are all free from gluten, dairy, eggs and soya.	START2ACT Visit 1 Training Kit modules High level opportunities audit Finding and applying for green finance	The SME was trained on setting policies and energy management and plans to put these in place before Visit 2, in addition to finding funding for energy efficient baking equipment and heating/cooling.	1	9	Young SME
4	22.06.2017	SME 04	New clothing manufacturer that has taken over an old manufacturing site with office space.	START2ACT Visit 1 Training Kit modules	The SME was trained on setting policies, energy management and staff engagement and plans to put these in place before Visit 2.	1	45	Young SME
5	29.06.2017	SME 05	Event prop hire SME in Wales renting out a variety of equipment, with office space and small-scale printing and manufacture.	START2ACT Visit 1 Training Kit modules	The SME was trained on setting policies, energy management and staff engagement and plans to put these in place before Visit 2.	1	8	Young SME
6	18.07.2017	SME 06	Veterinary centre based in an inefficient premises, planning to move to a new refurbished site in 2018	START2ACT Visit 1 Training Kit modules Opportunities for refurbishment (lighting and heating) Finding and applying for green finance	The SME was trained on setting policies, energy management and staff engagement and plans to put a policy in place before Visit 2 to increase awareness of its environmental credentials. Will consider installing low carbon heating in new premises.	1	8	Young SME

Ref. nr.	Date	SME identifier	Description of the SME	Agenda	Summary and outcomes	Visit Wave	Number of participant	Type of company
			and expand the business					
7	28.06.2017	SME 07	Car servicing and mechanics workshop looking to refurbish and relocate to a new premises in York	START2ACT Visit 1 Training Kit modules Renewables advice (solar PV) Low carbon heating for workshop space LED lighting	The SME is interested in lowering the energy consumption and carbon footprint of the new workshop, so advice focused on practical energy saving opportunities and renewables feasibility. The SME will take this advice forward to develop plans before Visit 2.	1	5	Young SME
8	11.07.2017	SME 08	New hotel opened at a 20-year-old site, already open to guests but also considering energy efficiency upgrades	START2ACT Visit 1 Training Kit modules Green marketing/benchmarking for hotels Heating and lighting opportunities	The SME was really interested in marketing the hotel as a green venue and encouraging green behaviour among guests. Other opportunities discussed: Boiler and lighting replacement, purchase measurement equipment. The SME will create an energy policy and install a smart meter before Visit 2 (until then will take manual regular meter readings.).	1	4	Young SME

## 7. APPENDIX III: Attendance form, on-site capacity building activities

Participant list used by each START2ACT partner for the on-site capacity building activities.




**START2ACT Project**  
Engaging European Startups and Young  
SMEs for Action for Sustainable Energy

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START2ACT On-Site Consultancy at  
*[name of SME], [Date: DD/MM/YYYY], [Place], [Address]*  
by *[Executing START2ACT partner]*

### Participants

#	Date [DD/MM/YYYY]	Signature	Print name	Email	Job title	Total number of people in your institution who can be reached and engaged by the consultancy
Signature Visit 1	.....	.....	.....	.....	.....	.....
Signature Visit 2	.....	.....	.....	.....	.....	.....
Signature Visit 3	.....	.....	.....	.....	.....	.....



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696069

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## 8. APPENDIX IV: Attendance form, Business Breakfast

Attendance form used by each START2ACT partner for registering the participants of the Business Breakfast events.



**START2ACT Project**  
Engaging European Start-ups and Young  
SMEs for Action for Sustainable Energy

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**Attendance form**  
*[Name of the event]*  
*[Date: DD/MM/YYYY], [Place]*  
*[Address]*  
 by *[Executing START2ACT partner]*

By filling in this form you certify that you have attended the *[Name of event]* by *[Executing START2ACT partner]*.

#	Print name	Email	Organisation	Job title	Signature
1	.....	.....	.....	.....	.....
2	.....	.....	.....	.....	.....
3	.....	.....	.....	.....	.....
4	.....	.....	.....	.....	.....
5	.....	.....	.....	.....	.....
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17	.....	.....	.....	.....	.....
18	.....	.....	.....	.....	.....
19	.....	.....	.....	.....	.....
20	.....	.....	.....	.....	.....



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696069

# 9. APPENDIX V: Feedback Form, Business Breakfast

Feedback form used by each START2ACT partner for the Business Breakfast events. The feedback from has been translated to the START2ACT partner languages and has been used to assess the effectiveness of each event by the participants. Filling of the Feedback form by the participants is optional.



DATE: DD/MM/YYYY, PLACE

YOUR LOGO

### Energy Efficiency Business Breakfast Feedback Form

Name	
Organisation	
Job Title	

- 1. Would you like to register your interest for other START2ACT activities?**

  - Energy efficiency training for young SMEs
  - Energy efficiency mentoring for startups
  - Interactive online platform (E-learning modules, energy saving competition, ask the expert forum)

If you are interested, please provide us your email address.....
- 2. What was your reason for attending the event today? (please circle the relevant answer)**

To develop a sustainability strategy     
  For background information     
  Personal research

Other.....
- 3. Please evaluate the event (please underline or circle the relevant answer)**

Did you receive new information about energy efficiency for your business during the event?      Yes / No

Do you feel more motivated after the event then before to act for energy efficiency within your company?      Yes / No

I feel motivated to act for energy efficiency within my company in the following fields:

<i>Lighting</i>	<i>Heating/Cooling</i>	<i>Office equipment</i>	<i>Metering &amp; Monitoring</i>
<i>Engaging staff</i>	<i>Green Credentials</i>	<i>Products &amp; Services</i>	<i>Finance</i>
- 4. Please answer the following questions using the described scores (1 - 5)**

5 = Excellent      4 = Good      3 = Average      2 = Below average      1 = Poor

Question	Score	Question	Score
How would you rate this event overall?		How would you rate the venue?	
How would you rate the presentation content?		How would you rate the networking?	
How would you rate the [specific session, if any]?		How would you rate the catering?	
- 5. Do you have any suggestions for improvement of this event?**

.....
- 6. Any further comments about the event.**

.....
- 7. Do you agree that we use the above comment as a testimonial on the [www.start2act.eu](http://www.start2act.eu) web page?**

I agree:            I don't agree:



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