

# Startup mentoring - Training Kit

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## DISSEMINATION LEVEL

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

## DOCUMENT HISTORY

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01	20.02.2017	First draft layout	SBE
02	02.03.2017	Expert review	SBE
03	16.03.2017	Content added	SBE
04	20.03.2017	Finalised draft for peer-review	SBE
05	28.03.2017	Final version	SBE





# Introduction to START2ACT

START2ACT aims to reduce energy consumption in the EU by triggering behaviour change in young enterprises, through engaging entrepreneurs, owners and staff of small businesses.

Through this programme you will receive mentoring how to identify and implement low cost and no cost measures to reduce energy consumption.

Research in recent years has shown that around 20% of energy consumption can be saved through measures targeting behaviour change. This can result in direct financial savings from your current energy bills. In addition, you will also receive a range of reputational benefits and marketing opportunities, through promoting your involvement in the programme.

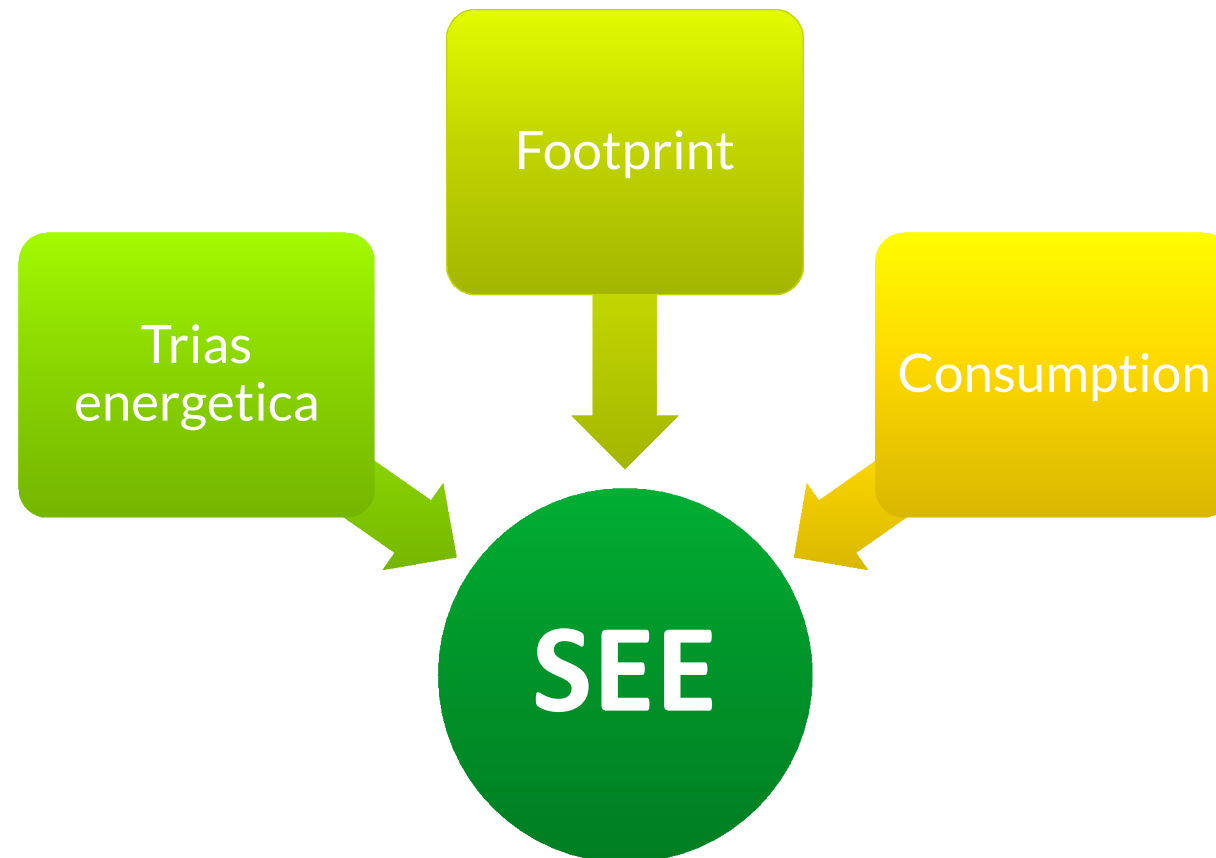


***“The only way forward, if we are going to improve the quality of the environment, is to get everybody involved.”***

**- Richard Rogers** (*architect focusing on sustainability*)



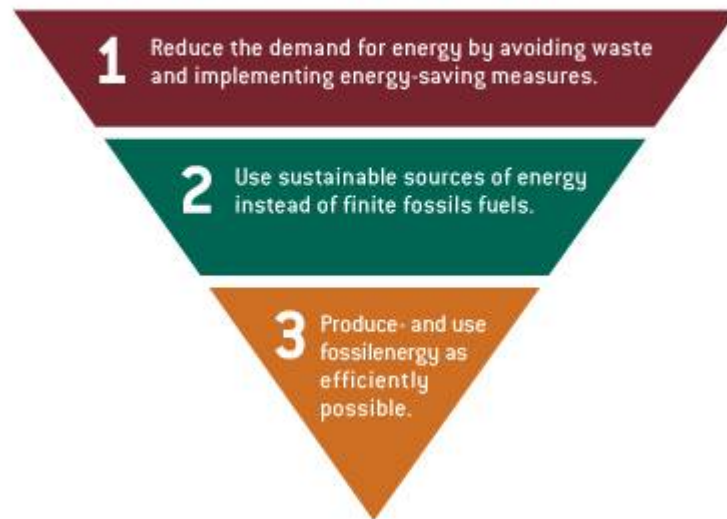
## Energy use awareness





# “Trias Energetica”

The Trias Energetica concept:  
the most sustainable energy is saved energy.



1. Limit energy demand through energy saving
2. Use renewables to meet the remaining demand
3. Only use fossil fuels if you must, as efficiently and cleanly as possible

Developed by Delft University





# Carbon footprint



A carbon footprint is historically defined as "the total set of greenhouse gas emissions caused by an [individual, event, organisation, product] expressed as carbon dioxide equivalent.

## Belgium:

- Total CO2 emission: 141.00 m t
- Belgium per capita: 12.36 t
- Compared to Europe per capita: 8.23 t



Calculator for your flight: <http://www.travelmath.com/flight-emissions/>  
One round trip to Sydney from Brussels: 1,768 kg!

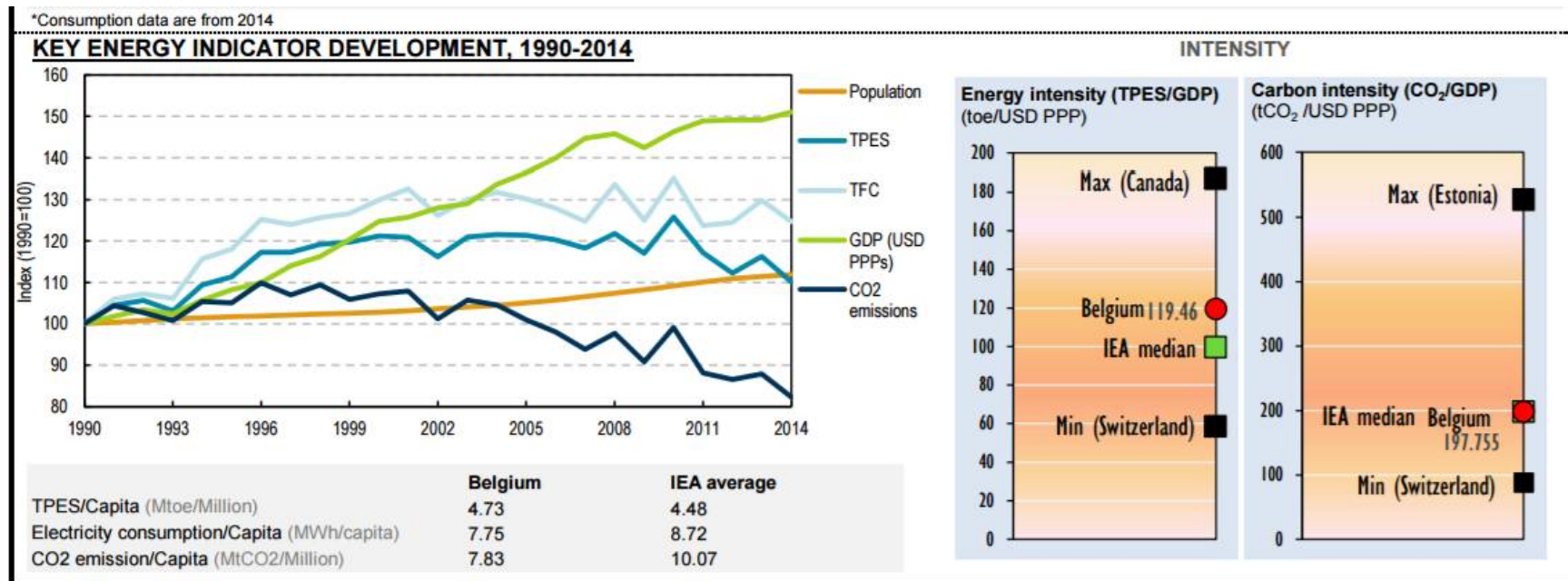






# Consumption

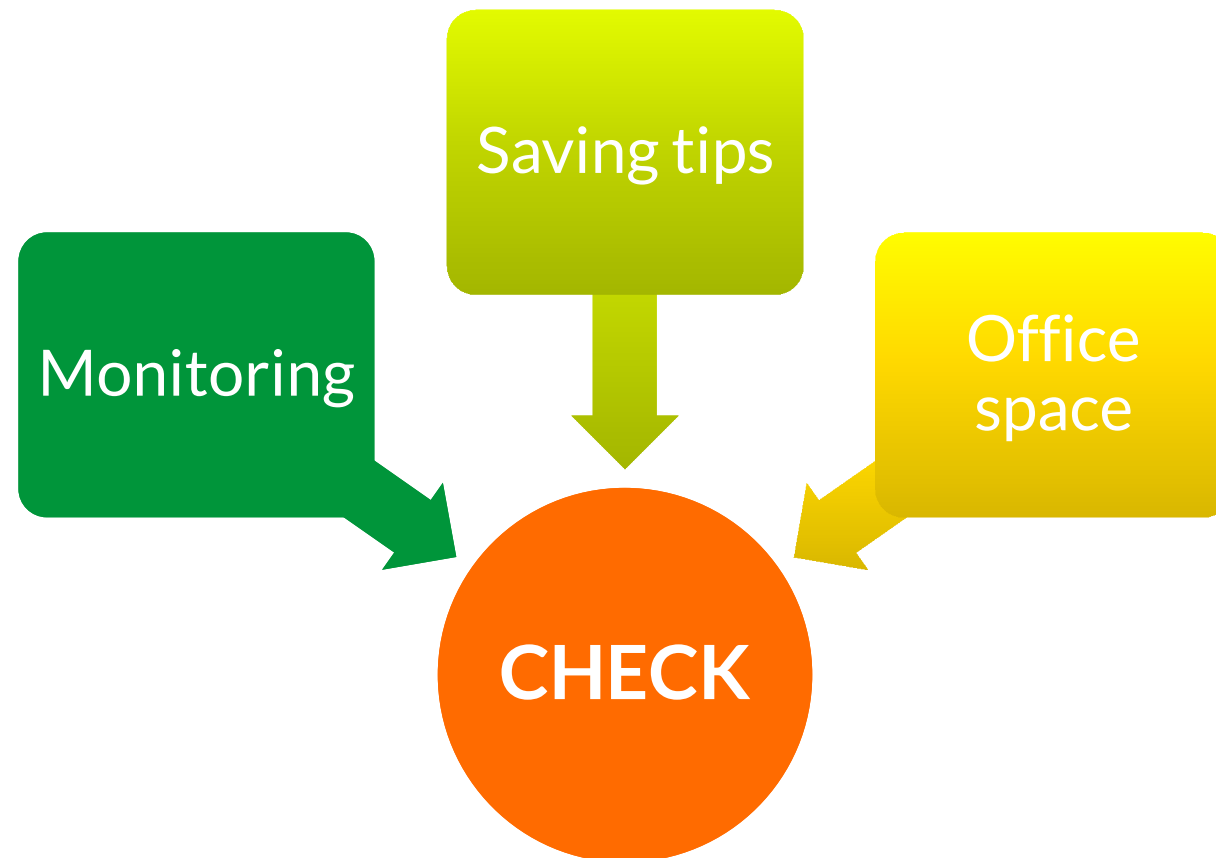
Electricity per capita consumption in Belgium: 7.75 MWh/capita



Source: <https://www.iea.org/media/countries/Belgium.pdf>



## Measuring energy use





# Energy monitoring



Collection of energy data: regardless of the development phase or size of your startup, implementing data analytics and monitoring tools early on could save a significant effort in the long run and help identify savings opportunities, thus eliminate any waste of energy.

- » **Individual level:** energy saving tips – awareness raising
- » **Company level:** energy use and bills for renting office space vs. co-working or remote working
- » **Production** energy monitoring

Local startup solutions: **Smappee, Opinum**





# Energy saving tips for individuals



Switch off all non-essential lighting out of business hours – to **save 10%** of lighting costs



Switch off all PCs, laptops and monitors when not in use – to **save 5%** of energy costs



Experiment with switch-on and switch-off times for heating and air conditioning and switch off before the end of the working day - to **save 20%** of heating and cooling costs





# Energy saving tips for companies

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

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





# Co-working or own office space?



## Working from home, remote work:

PROS	CONS
the most energy efficient option	Can increase energy consumption at home
no commuting	Isolation, lack of team communication
no need for rental or ownership	“no basecamp”, extra logistics for team activities or receiving clients





# Co-working or own office space?



## Co-working space – flexible desk

PROS	CONS
Flexible desk	No fixed office space or desk
Community feeling	Less options to go “silent”
Easy to calculate the costs, no overhead of office management	No influence on energy prices paid and on the state of the common spaces





# Co-working or own office space?



## Renting office space – with common spaces

PROS	CONS
Fix office space and desk	Less flexibility, more expensive
Team can work together	Closed or open floor plan can cause debates
Easy to calculate costs & overhead	Overhead on utilities needs extra calculations -> fixed price or metering?*







# How to decide: co-working or own?

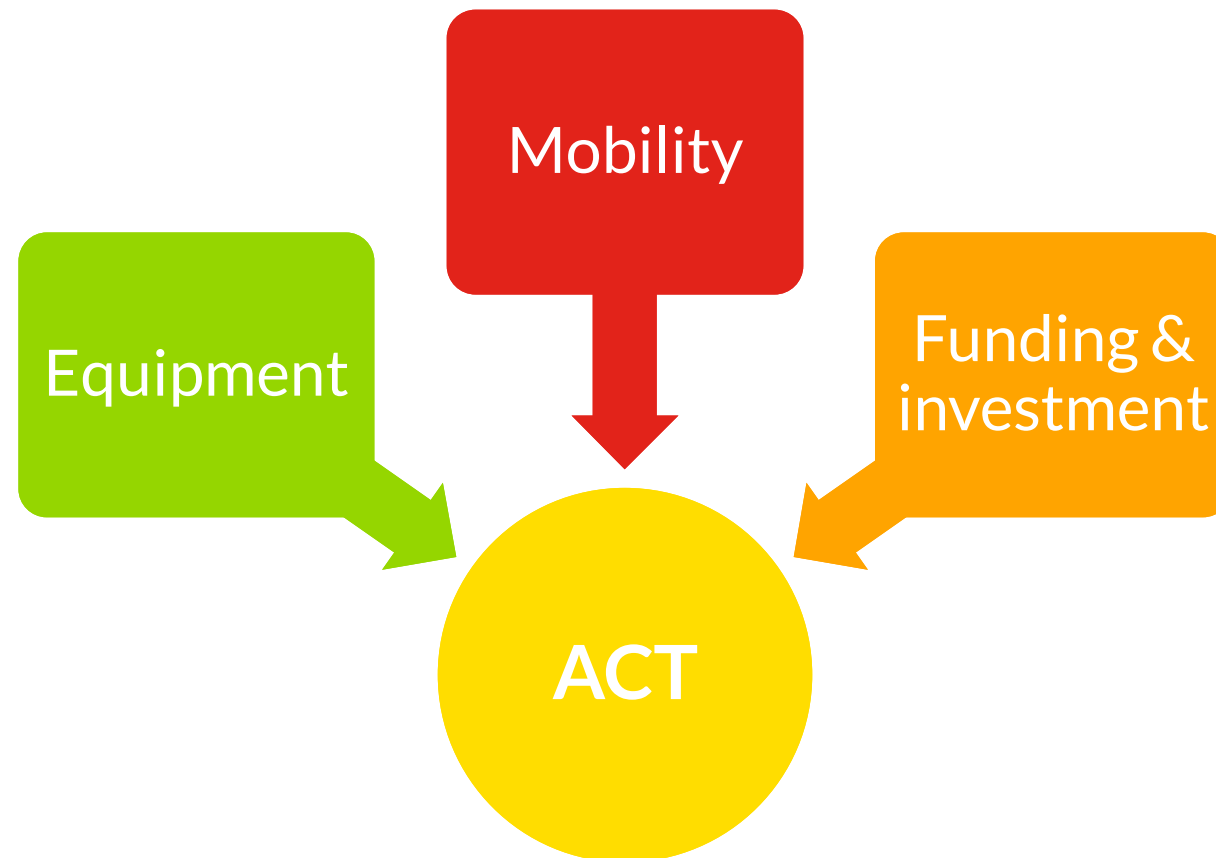


## Sample questions from the facility owner/property manager:

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



## Energy saving actions





# Sustainable equipment procurement



Procurement is an excellent way of saving cost on acquiring equipment for your office. Some points to consider:

- » Reference to particular **low energy standards, labels, low energy ratings, energy efficiency** etc.
- » **Whole life cycle cost approach** - not just decisions made on initial cost but how much will it cost to run over its lifetime in energy/operational costs.
- » Delegated **responsibility** for the purchasing of significant energy using equipment to **one person in charge**.

Pro tip: as a manager, inform your operations manager about procurement opportunities and monitor calls regularly





# Mobility: how to save on transport?



The economic recession led to reduced pollutant emissions by lowering transport demand. Transport is still responsible for 25% of EU greenhouse gas emissions, and contributes significantly to air pollution, noise and habitat fragmentation.

- » Car sharing incentives - carpooling
- » Public transport: location of the office should be close to train stations
- » Cycling: electric bicycles rent
- » Remote work: home office allowance

Calculator to show the impact of commuting on the environment:

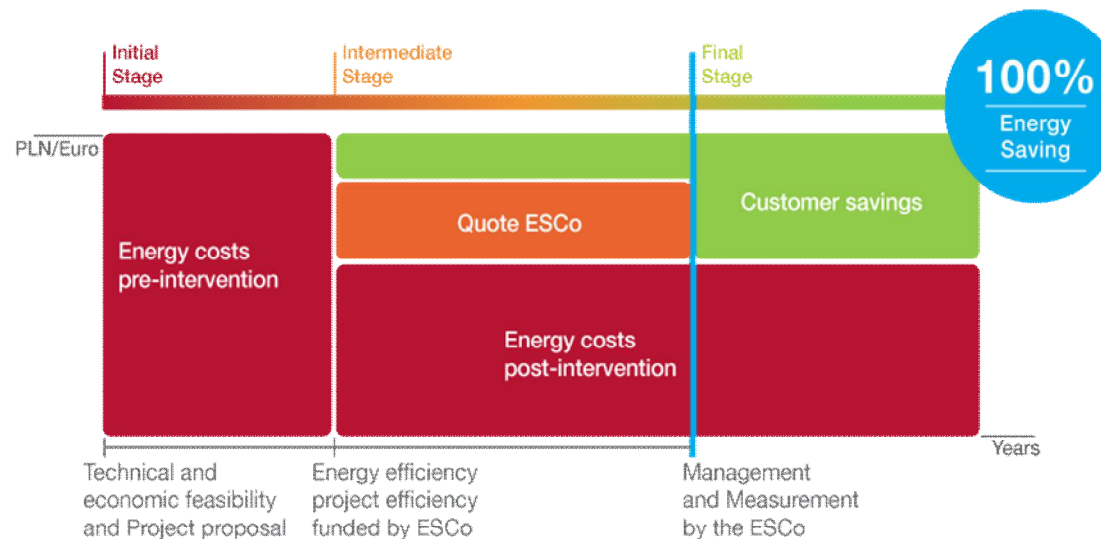
[https://co2.myclimate.org/en/car\\_calculators/new](https://co2.myclimate.org/en/car_calculators/new)



# Co-investment & funding options

**Funding:** local governments provide funding and subsidies to energy efficiency. <http://www.vlaio.be/themas/kmo-portefeuille>

**Co-investment:** production of own energy by co-investing involving the tenants and owner of the building.  
<https://www.ecconova.com/> and <https://rescoop.eu/> (energy cooperatives)





# Incubation & Acceleration opportunities

Smart cities symbolize a new way of engagement between the city itself and its citizens. Smart solutions in mobility, logistics, transportation, energy or education are set to reshape the way we live in our cities.

## Initiatives in Europe and in the participating countries

### Europe-wide:

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





# Energy Saving Action Plan



01

## LIGHTNING - LED IT UP!

LED light bulbs are more energy efficient and better for the environment. Shop around for the most suitable options!



02

## DATA IS THE NEW GOLD

Create options to monitor your energy use. We are using data to make decisions, why don't we apply the same to energy consumption?



03

## BLACK-OUT FOR THE WIN

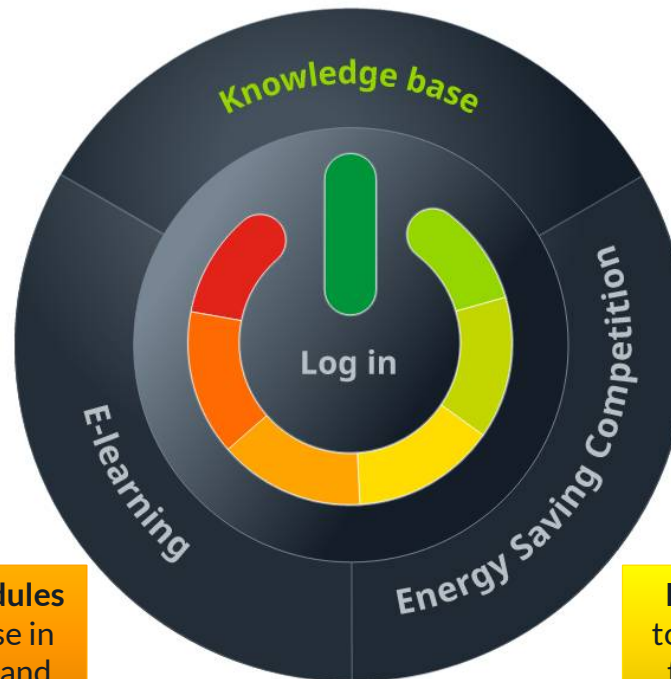
Switching off the screens of computers can save you a significant amount in the long run. Think about it when you leave the office!





# START2ACT Tools & Resources

Access the knowledge base for specific energy saving advice on: lighting, heating & cooling, office equipment, procurement, employee engagement, monitoring & reporting, procurement, green finance and choosing energy efficient offices.



Complete the eLearning modules to increase your own expertise in energy management at work and at home.

Energy Saving Competition for SMEs to increase your energy saving actions, to promote your efforts to clients and to have a chance to win







## Contact details:

Your trainer, [insert your name], at: [insert your email address]

Ask an expert at: <http://start2act.eu/activities/ask-the-expert>

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