Trends in Energy Efficiency, EU policies and subsidies for Small & Medium Entreprises (SMEs)

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Ground rules

The session will be **recorded** to allow distribution afterwards

Your **microphone** is automatically **muted**

Please ask your question in the Questions chat window and they will be addressed during the «**Q&A session**» at the end of the presentation

As we are always open to suggestions for future events, we kindly ask you to answer a short **survey** when flashing the QR codes at the end of the event.

Agenda

01. Overview of the EU Green Deal and its relevance for SMEs

02. Key EU policies supporting energy efficiency in SMEs

03. Importance of energy efficiency for SMEs

04. Energy efficiency measures for SMEs – best practices

05. Available subsidies, financial incentives, and upcoming initiatives

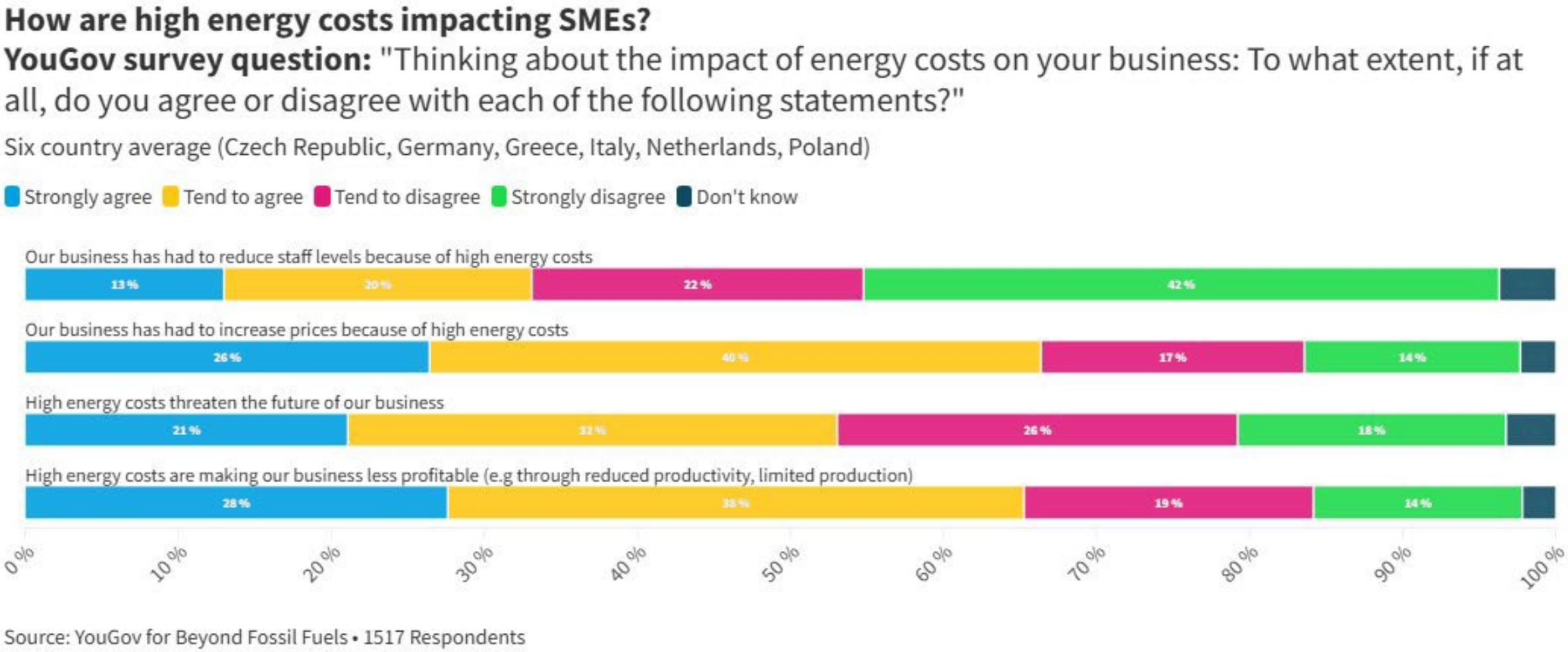
06. Sensorfact offering

07. Q&A

01.

EU Green Deal and its relevance for SMEs

Situation and surrounding



Source: SME United

Objectives

Objectives

Understand trends in energy efficiency

How policy, and behavior are driving the transformation of energy systems in the context of business operations and infrastructure.

Explore EU policies shaping SMEs energy efficiency

Discover the evolving regulatory landscape under the EU Green Deal, Fit for 55 and how they aim to empower SMEs in the clean energy transition.

Identify key funding and subsidy opportunities

Main EU funding mechanisms and how SMEs can tap into them for energy audits, retrofits, and innovation.

And why?

SMEs are the backbone of the EU Economy

Representing 99% of all businesses and employing over 100 million people. *Their collective impact on energy demand is significant.*

Energy costs affect competitiveness.

Improving energy efficiency helps reduce overhead, increase profit, and build long-term resilience.

Carbon footprint

Energy-intensive operations contribute directly to greenhouse gas emissions. There is growing stakeholder and customer expectations around sustainability.

Policy is moving fast

SMEs that adapt early stand to benefit the most in terms of support, visibility, and market readiness.

Opportunities are expanding

Timing and awareness are critical.

Green Deal objectives

(and the relevance to SMEs)

Achieve climate neutrality by 2050
→ SMEs are encouraged to adopt low-carbon technologies and access funding for green innovation.

Boost clean energy and energy efficiency
→ SMEs benefit from incentives to reduce energy costs and improve energy performance.

Promote circular economy practices
→ Support for SMEs to redesign products, reduce waste, and optimize resource use.

Foster sustainable industry and innovation
→ SMEs receive support for green R&D, digitalization, and participation in sustainable value chains.

Ensure a just and inclusive transition
→ Financial and advisory tools help SMEs adapt to new regulations and stay competitive during the transition.

Industrial aspects of Green Deal

Clean Industrial Deal (also for SMEs)

Lowering energy costs for all

- ✓ reduced electricity bills (*Action 1*) lower taxes and smarter grid
- ✓ contracts and market integration (*Action 2)*

Completing the Energy Union

- ✓ More stable pricing and better acces with EU energy markets (*Action 5*)

Attracting investments and ensuring delivery

- ✓ SMEs' access to finance for energy efficiency upgrades and foster public-private contracts (*Actions 4 & 6*)

Being ready for potential energy crises

- ✓ Improve supply security and crisis preparedness, helping SMEs avoid disruptions or cost spikes (*Actions 7 & 8*)

Other aspects of CID

- ✓ Clean demand
- ✓ Financing
- ✓ Circularity & materials
- ✓ Global action
- ✓ Skills & jobs

The Competitiveness Compass

Three priorities for a more competitive EU

Close the innovation gap
Support start-ups, simplify EU rules, boost AI & deep tech

Decarbonize the economy
Clean Industrial Deal, sector action plans, lower energy costs

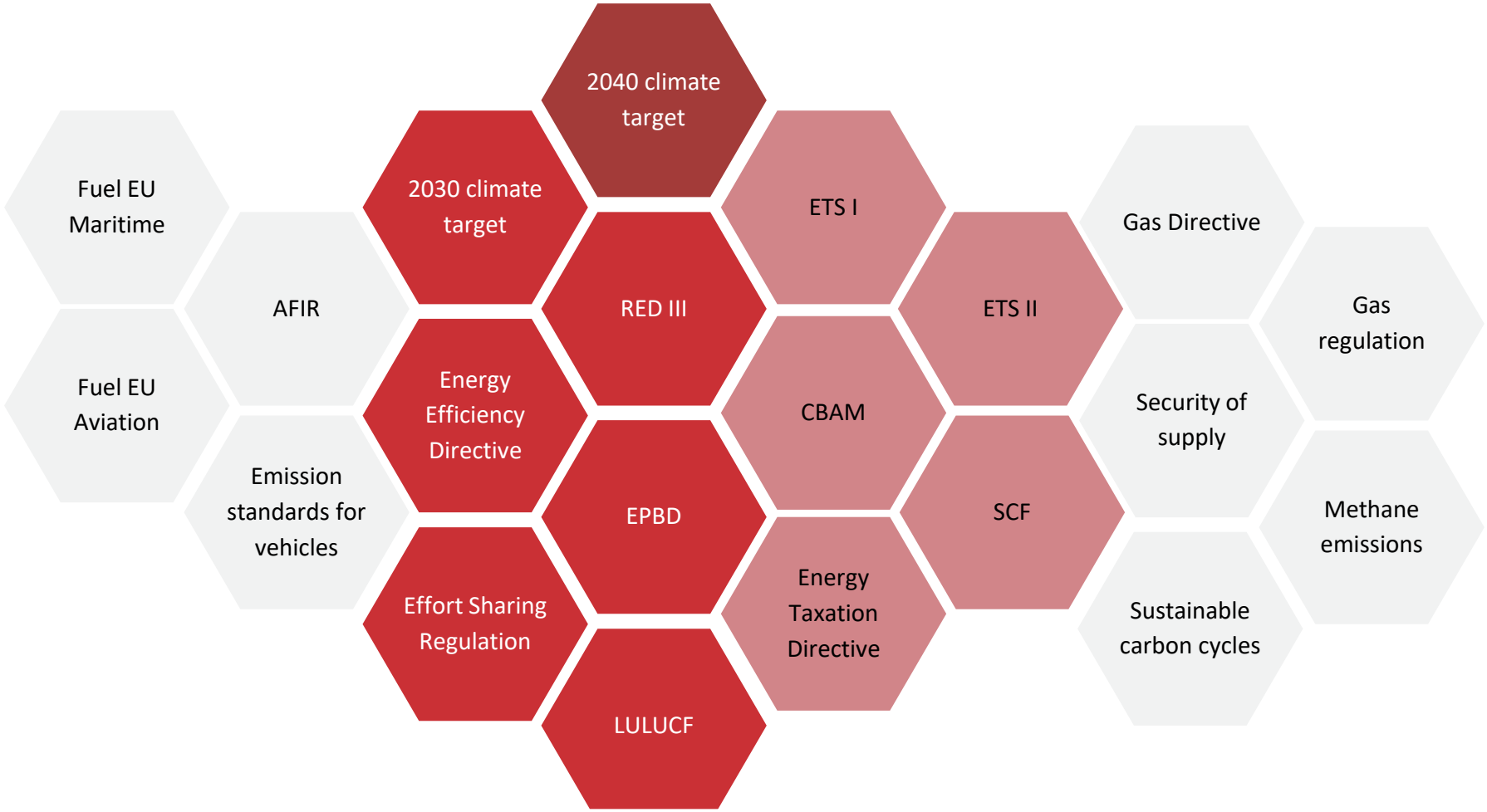
Reduce dependencies
Diversify supply chains, secure raw materials, EU procurement preference

Five Key Enablers

- Cut red tape
- Strengthen single market
- Improve investment flows
- Upskill workforce
- Align EU & national policy with a Competitiveness Fund

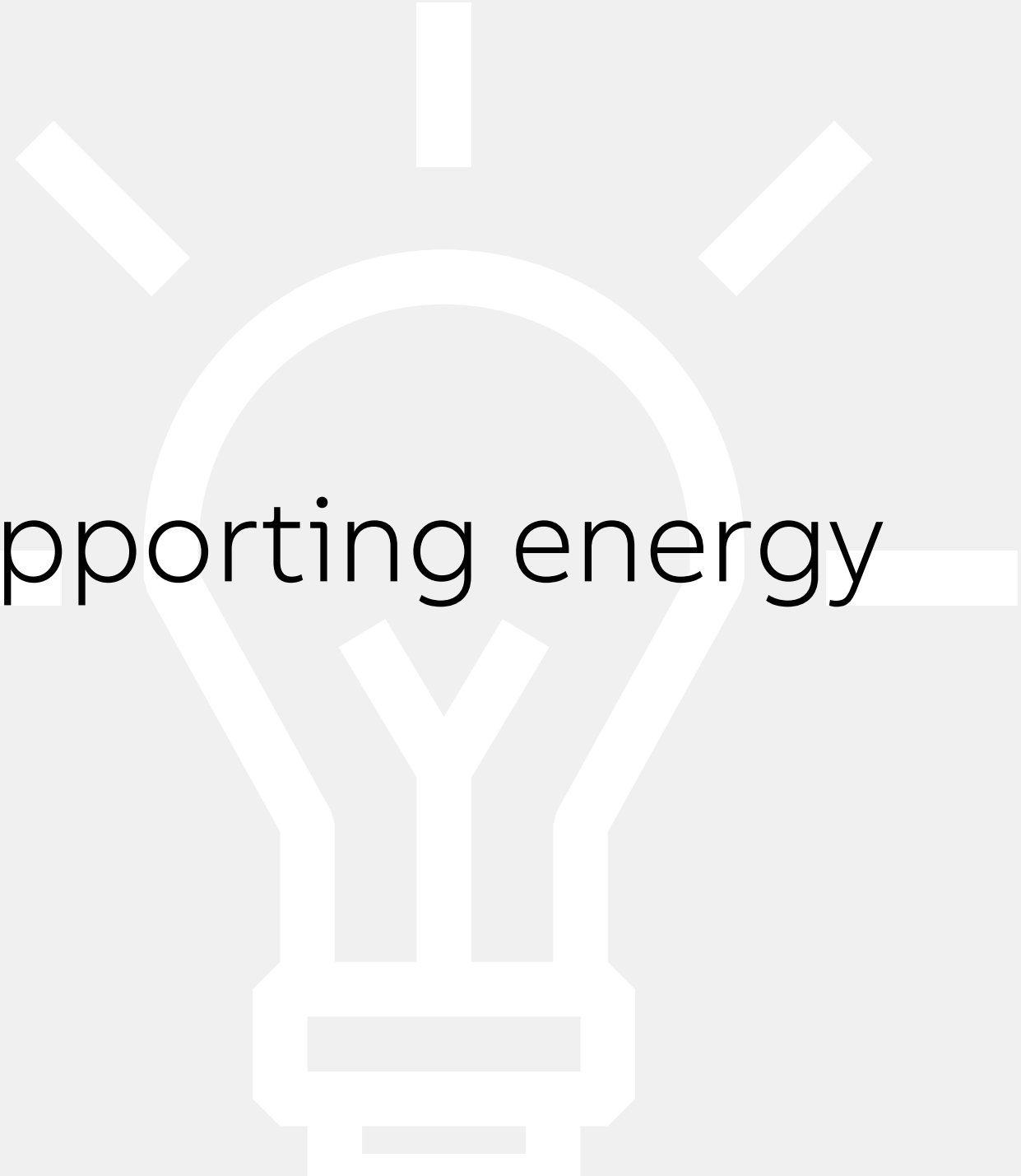
Fit for 55

Implementation of Green Deal part related to energy and climate



02.

Key EU policies supporting energy efficiency in SMEs



Energy Efficiency Directive (EED) (Article 11 – *relevant for SMEs)*

1. Mandatory Energy Management Systems (EMS) - energy consumption >85 TJ

2. Mandatory Energy Audits- energy consumption >10 TJ

5. Member States shall promote high-quality, cost-effective energy audits, available to all final customers.

6. SME Support:

- Develop programmes to encourage SMEs
- Establish mechanisms (e.g. audit centres) to support SMEs (without competing with private auditors).
- Provide financial support where cost-effective measures from audits are implemented.

7. SME Capacity Building:

- Quantifying multiple benefits of energy efficiency,
- Participating in energy efficiency networks, facilitated by independent experts.
- Promote awareness via intermediary organisations.

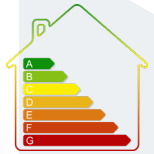
11. EMS Exemptions via Environmental Management Systems

- Certified Environmental Management Systems can exempt enterprises from paras 1 and 2.

Energy Performance of Buildings Directive

Stricter energy standards for non-residential buildings; support tools for SME compliance

Mandatory Renovation



New rules require updated, transparent EPCs; affects real estate, construction, and facilities sectors

EPCs

All new buildings ZEB by 2030 (2028 for public); impacts design and construction SMEs

ZEBs

Incentives for automation, monitoring, and energy-saving systems; opportunities for tech SMEs

Smart & Digital Technologies

Access to EU/national funds, training, and green finance targeted at SMEs

Financial & Technical Support

EU ETS 2 – What Companies Need to Know

A new Emissions Trading System covering buildings, road transport, and small industry

What does it mean?

- Extension of the current ETS system for large industry and energy production

Who is affected?

Fuel suppliers (not end users) must buy allowances for emissions from:

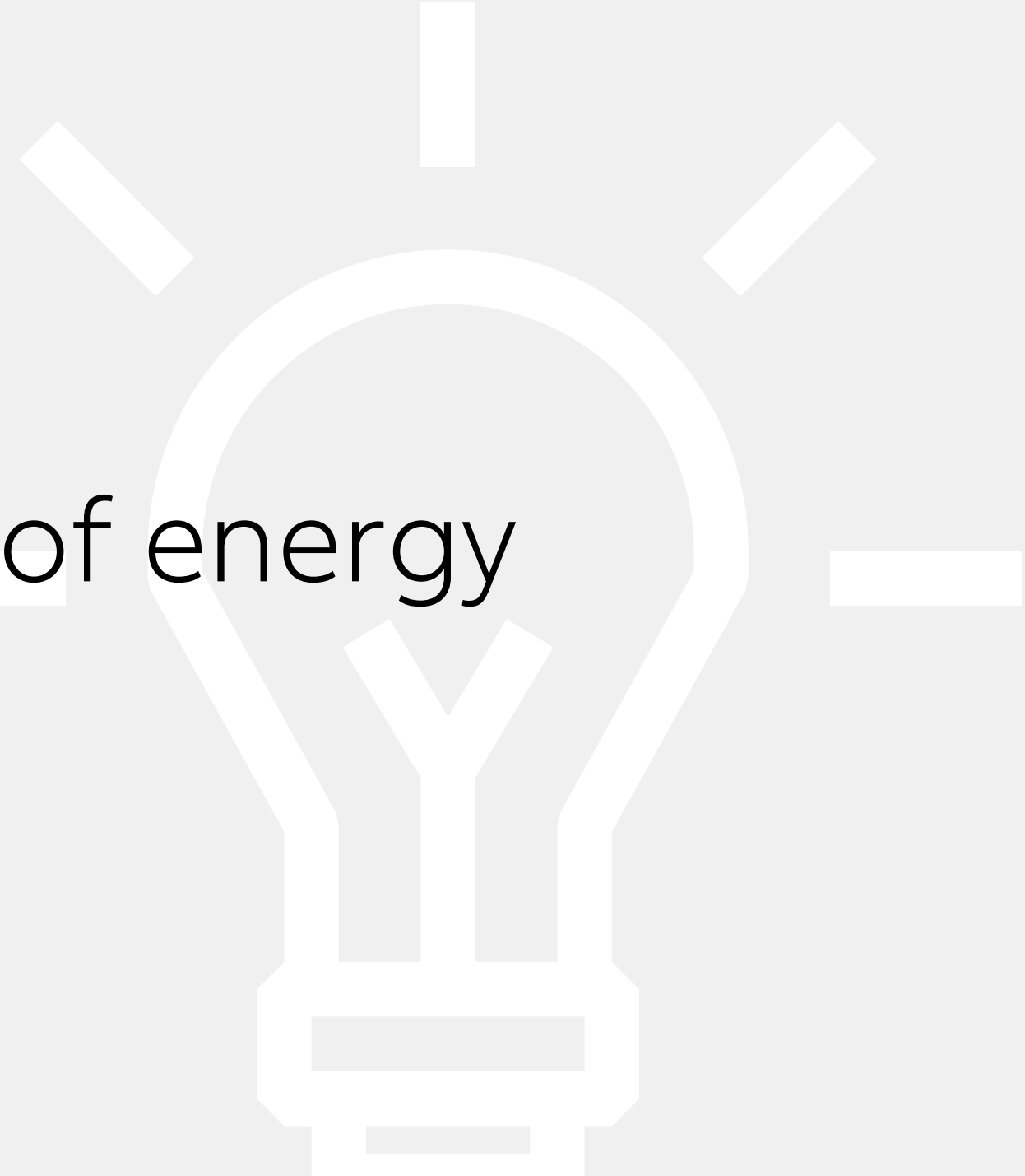
- Commercial buildings (e.g. offices, shops)
- Company fleets and logistics
- SMEs in light manufacturing, retail, etc.

What does it mean for companies?

- Indirect cost impacts through higher fuel and heating prices
- Incentive to reduce emissions via energy efficiency, electrification, and clean vehicles
- Revenues used to support vulnerable groups including micro-enterprises through the Social Climate Fund
- National programs can co-finance energy-saving upgrades and cleaner tech adoption

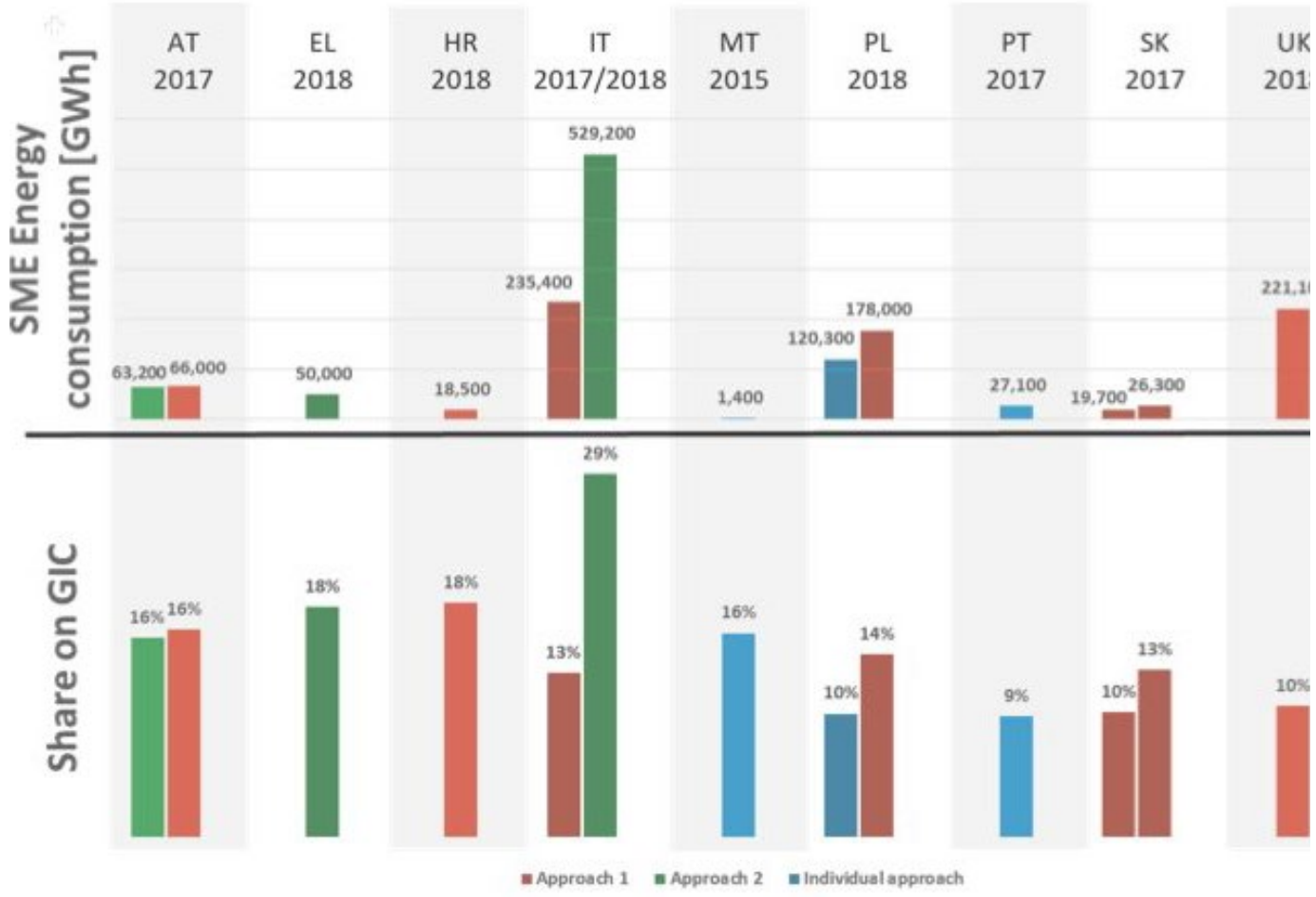
03.

Why? Importance of energy efficiency in SMEs



How much energy do SMEs consume?

- No official Eurostat data on SME-specific energy use
- Estimates available from projects like LEAP4SME (*see GIC: Gross Inland Consumption*) SMEs may not be the largest energy consumers, but…
- They play a crucial role as providers of products and services across the EU economy
- Their energy use matters for achieving broader efficiency and decarbonization goals



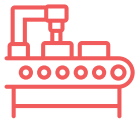
But also - Non-energy benefits of energy efficiency in companies

- ↑ **Use of waste fuels, heat, gas**
- ↓ Product waste
- ↓ Waste water and hazardous waste
- ↓ Materials reduction

- ↓ Dust emissions
- ↓ Gas emissions (CO, CO2, NOx, SOx)

- ↓ **Need for engineering controls**
- ↓ Cooling requirements
- ↑ Facility reliability
- ↓ Wear and tear
- ↓ Labour requirements

Benefits of energy efficiency in companies



- ↑ **Product output/yield**
- ↑ Performance
- ↑ Reliability
- ↑ Product quality/purity
- ↓ Process cycle times

- ↑ Lighting
- ↑ Temperature control
- ↑ Air quality
- ↓ Noise levels
- ↓ Need for personal protective equipment

- ↑ Image
- ↑ Liabilities
- ↑ Delayed or reduced capital expenditures
- ↓ Space requirements
- ↑ Worker morale

Example of results from DEESME project

MB Analysis

- Increased **productivity** (13/13)
- Introduction of **new 'green' products/services** (8/13)
- Improved **maintenance, quality and safety** (13/13)
- Acquisition of **new customers** (13/13)
- Increased **customer satisfaction** (11/13)

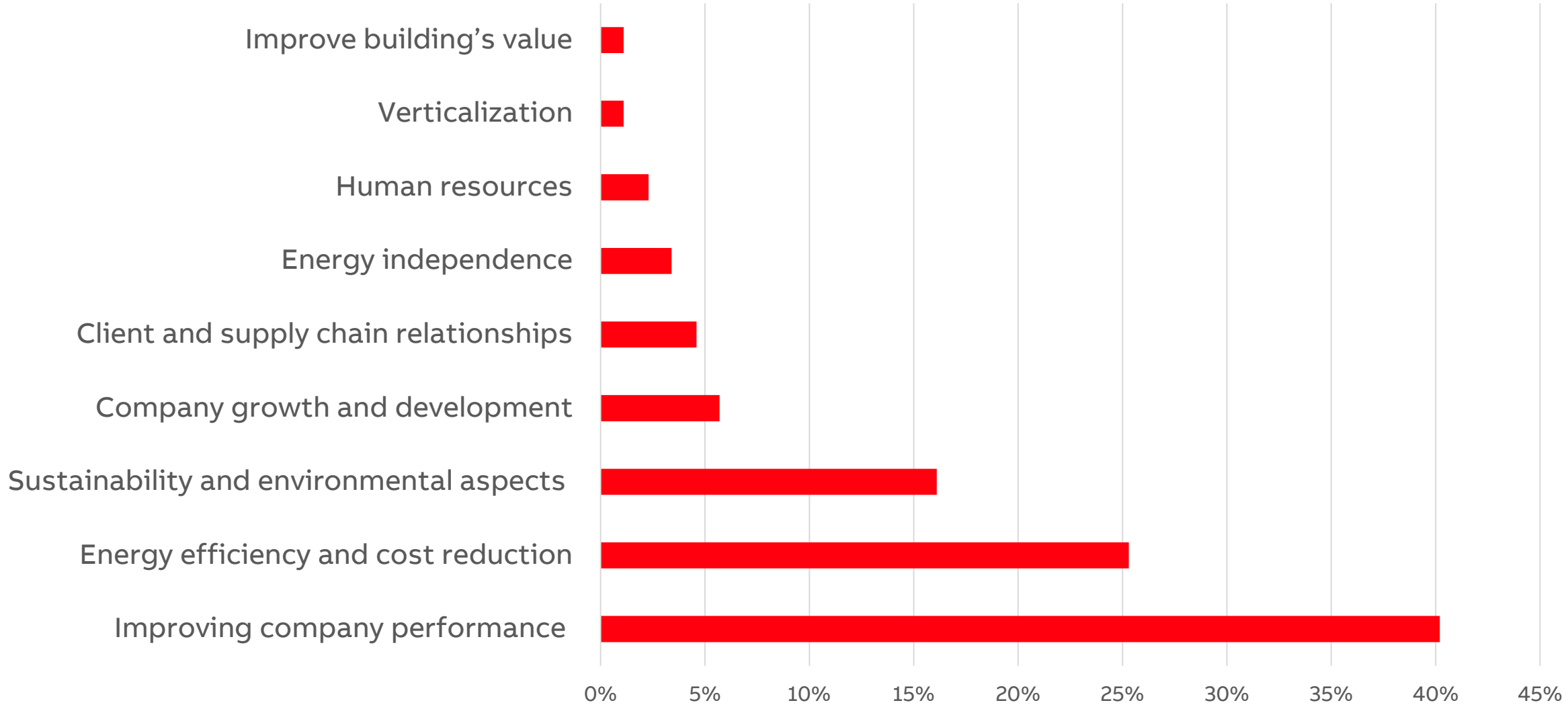
BM Sustainability Advancement

- **Value Proposition**: upcycling of leftovers, product complexity ↑
- **Key partners:** relationship with suppliers and customers ↑
- **Cost Structure:** energy and raw materials use ↓, maintenance costs

04.

Energy efficiency measures in SMEs (best practices)

Needs



Results from DEESME 2050 project

Barriers to energy efficiency in SMEs

Barriers & drivers for companies

Source: Agrawal, R. et al. Challenges and opportunities for improving energy efficiency in SMEs: learnings from seven European projects. Energy Efficiency 16, 17 (2023).

Barriers: surrounding

Lack of govt. support
No energy audit obligation at SME level
Perceived legislative and institutional barriers & high bureaucracy
Lack of publicity and transparency
Lack of standardised energy efficiency finance pathways
Lack of information on incentives and tools

Barriers: internal

Lack of time and other priorities
Lack of knowledge, expertise, and competencies regarding regulations and energy efficiency incentive schemes
Who will conduct the energy audit?

Barriers: financial

Lack of finances & limited access
High cost of energy efficiency upgrades initial investment
Doubts around actual saving potential

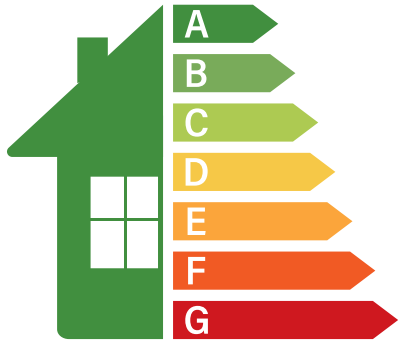
Drivers:

One-stop-shop solution
Self-financing mechanism
Non-energy benefits

Economic benefits from downsizing or elimination of equipment
Tangible economic benefits
Sufficient financial availability for energy efficiency improvements

Solutions

Energy efficiency measures in SMEs



01 Photovoltaic installations

02 Insulation and building envelope improvements

03 Energy management and monitoring

04 Heating and cooling system improvements

05 Air handling and ventilation improvements

06 Compressed air system improvements

07 Lighting improvements

08 Electric motors and machinery efficiency upgrades

09 Employee training and awareness

10 Specific equipment upgrades

Results from DEESME 2050 project

05.

Available subsidies, financial incentives, and upcoming initiatives

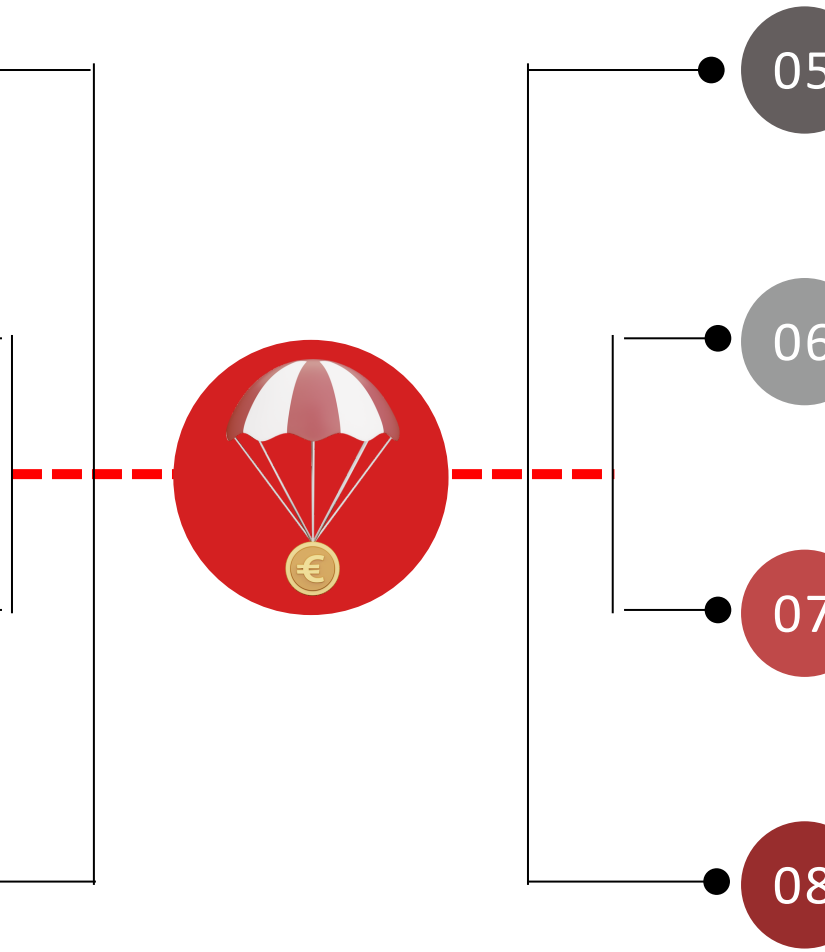
Existing funding (2021- 2027)

Recovery & Resilience Facility (RRF)
SME energy retrofits, efficiency upgrades (mostly via national plans)
Through national Recovery and Resilience Plans (RRPs) managed by Member States

Cohesion Policy Fund
(ERDF, ESF+, CF, JTF, INTERRE
Energy-efficient renovation, clean tech, R&D
Via national/regional OPs

Modernisation Fund
Energy efficiency and system modernization in 10 EU MS
SMEs apply through national authorities (CEE)

InvestEU
Loans, guarantees, and advisory support for green projects
Through financial intermediaries (e.g. EIB, national banks); technical support via InvestEU Advisory Hub



Horizon Europe (Cluster 5)
R&D, demonstration projects, and pilot technologies
Directly via EU calls for proposals published on the Funding & Tenders Portal

Innovation Fund
Large-scale demonstration of innovative technologies
Submit project proposals through Innovation Fund calls (CINEA)

LIFE Clean Energy Transition
Market uptake, capacity building, policy implementation for energy efficiency
Via open calls published by CINEA

Social Climate Fund (from next year)
ME energy efficiency upgrades, renovation, electrification (ETS impact)
Through national programs—details to be defined by Member States by 2026

New(er)

Mobilize private finance to scale up energy efficiency investments, especially for SMEs and energy service providers.

Benefits for SMEs:

- Easier access to tailored finance solutions, technical assistance
- Links to EU programs like InvestEU, LIFE CET, Horizon Europe
- Engage through national hubs (TBD) or EU project platforms

EIB programmes

- Efficiency-as-a-Service→ Pay for lighting/heating as a service, no upfront investment→ Technology stays with the provider
- Energy Efficiency Investment Platform→ Large-scale support for SME green upgrades→ Reduces capital cost barriers
- PF4EE (Private Finance for Energy Efficiency)→ Risk guarantees + expert guidance for local banks→ Enables better loan terms for SME energy projects
- Regional SME Initiatives→ Example: €132M EIB guarantee in Croatia unlocking €280M in loans→ Funds delivered via trusted local banks
- *How: Contact your local bank, check www.eib.org/energy-efficiency, ask financial advisors, InvestEU or PF4EE info hubs*

THANK YOU

> *Energy efficiency is the first fuel—the invisible powerhouse that drives sustainable growth. It relies as much on smart behavior as on smart technology.*
>
> **IEA**

Energy in your ears - IEECP podcast

Email

ivana@ieecp.org

Web

ieecp.org

Knowledge exchange in industry

https://energyefficientindustry.eu/

06.

Sensorfact offering

ABB SENSORFACT

ABB

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Search

ABB to acquire Sensorfact expanding its digital energy management offering

Group press release | Zürich, Switzerland | 2025-01-21

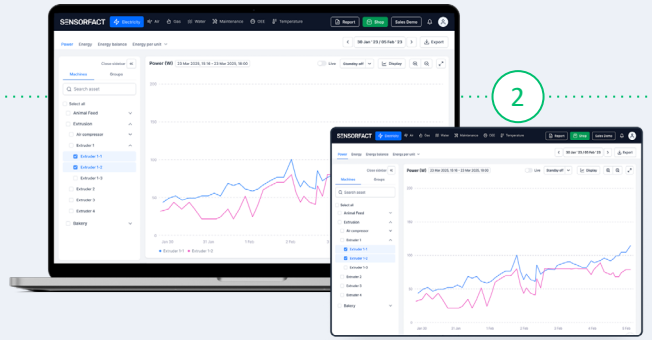
All-in-one solution

Hardware

1

Software

2



Advice

3

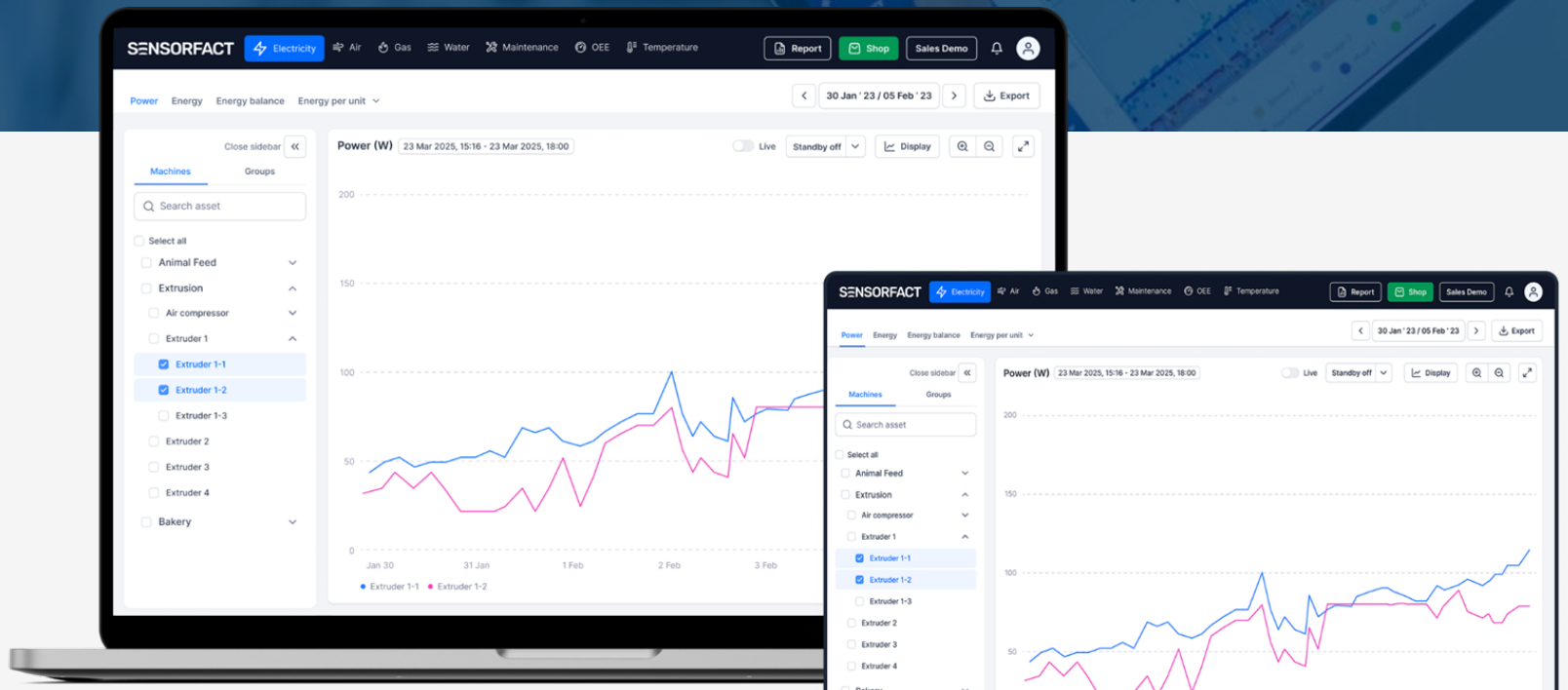
- Easy-to-install wireless sensors
- Smart software using algorithms
- Tailor-made advice by our consultants

Hardware


P/N: CTV3.868.3CH.200A
200A 3CH CT Clamp 868MHz
Module ID: 05843785
EEP: D2-32-02
F/W Version: 1.0.0.1
CH1
CH2
CH3


SENSORFACT

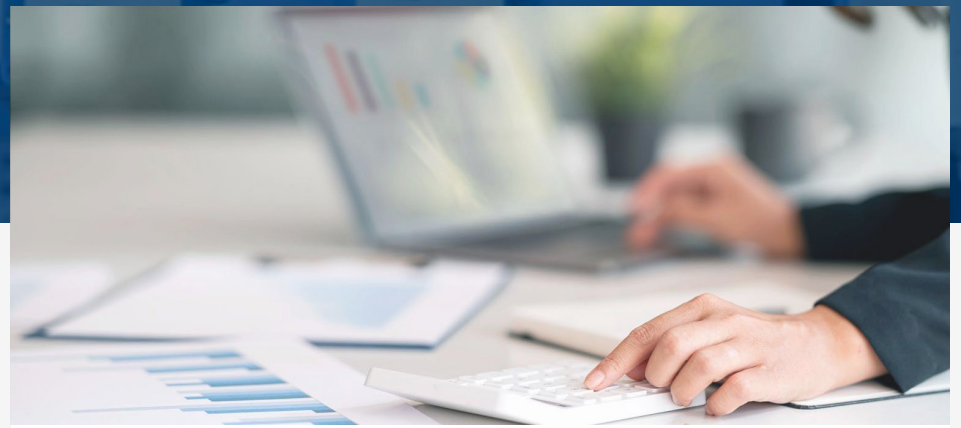
Software



Demo

- Notifications
- Energy streams
- Energy balance

Advice



Consultant

Dedicated energy consultant that:

- Analyses your data
- Validates the data with you
- Prepares advisory report

Personalised advice report

- Machine-level consumption insight
- Savings found
- Concrete and actionable advice to start saving
- … and much more

AUDIENCE QUESTIONS

THANK YOU

Survey link

https://www.sensorfact.eu/

ENGINEERED
TO OUTRUN