



**Gear@SME**  
Saving energy together

# GEAR@SME project

## Peer learning workshop

Karina Veum  
(Coordinator of GEAR@SME)



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# Content

1. Short project intro
2. GEAR@SME project & concept
  - Methodology, use cases, upscaling, online portal
3. Successes and challenges (as per December 2021)



# Introducing GEAR@SME

**Generate Energy Efficiency Acting and Results at Small & Medium Enterprises**

**Link:** [Home | GEAR@SME \(gearatsme.eu\)](https://gearatsme.eu)

**Project timeframe:**

1 September 2020 – 28 February 2023 (30 months)

**EU-funding:**

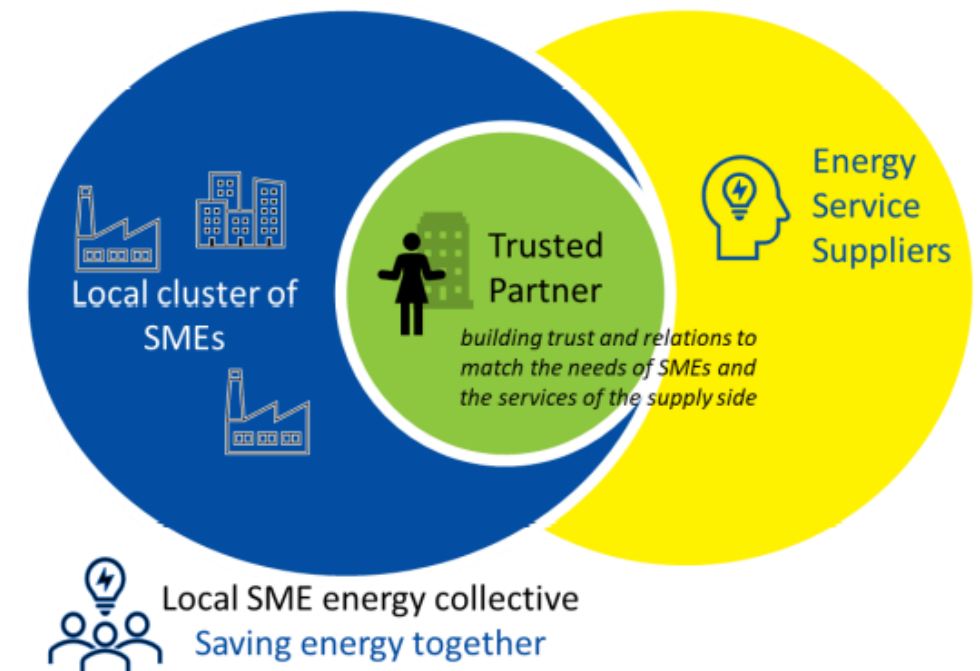
1.993.227,50 mill. EUR

**Partners:**

10 + 1 third linked party (3 RTOs, 5 SMEs, 3 Multiplier Organisations)

**Project objectives in a nutshell:**

- Substantiating role of a **Trusted Partner** in bridging gap between local supply-demand for energy efficiency measures
- Demonstrate effectiveness of **collective approaches**
- Focus on **multiple benefits** to make interesting business propositions
- Provision of appropriate tools and training material
- Create **community of practice** for Trusted Partners





# GEAR@SME common methodology

Key principles of the GEAR methodology:

**Activating:** motivating SMEs to take action to increase energy efficiency;

**Organizing:** creating networks and opportunities for common action);

**Enabling:** providing knowledge, support and tools; and

**Embedding:** acting within existing structures to maximize the efficiency.

Key concepts of the GEAR methodology:

**A collective approach:**

a cluster of SMEs are offered the same coordinated services and activities and supported to exchange experience and increase networking;

**A local SME energy collective:**

local cluster of SMEs, e.g. a business park or industrial area, that together with its Trusted Partner address energy efficiency collectively;

**The Trusted Partner:**

a neutral actor, trusted by the SMEs, that drives the development of the energy collective and supports the SMEs in tasks related to energy efficiency;

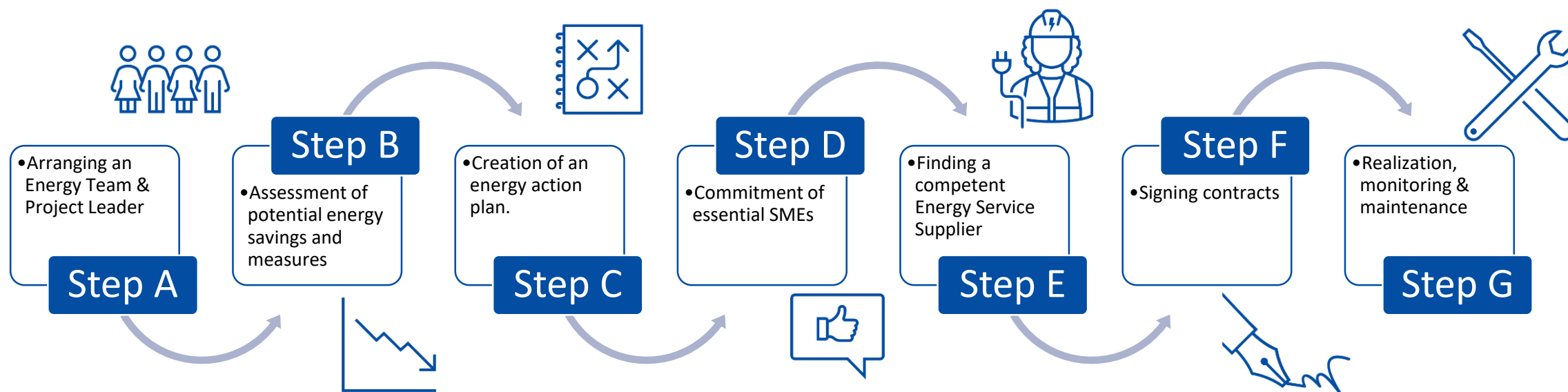
**Multiple Benefits:**

energy benefits + non-energy benefits (i.e. co-benefits, ancillary benefits) that may contribute to the overall motivation for energy efficiency





# Generic overview of organising collective energy projects (described in the GEAR@SME Common Methodology Handbook)



# GEAR@SME use cases

German use case: Berlin Adlershof Science City



Italian use case: Roveri Industrial district, Bologna



Dutch use case: Platform Ondernemend Meierijstad



Romanian use case: Oradea Industrial Platforms



# GEAR@SME upscaling



## Multiplier Organisations have

- an important role for establishment and scale-up of local energy collectives;
- an interest in strengthening the Trusted Partner role;
- a large potential to support and reach SMEs on the regional or national level (often they are a non-profit organization);
- an ambition – as part of their purpose – to support SMEs in becoming more economically viable and/or to foster sustainability, reduction of climate change and energy efficiency

## Who are they:

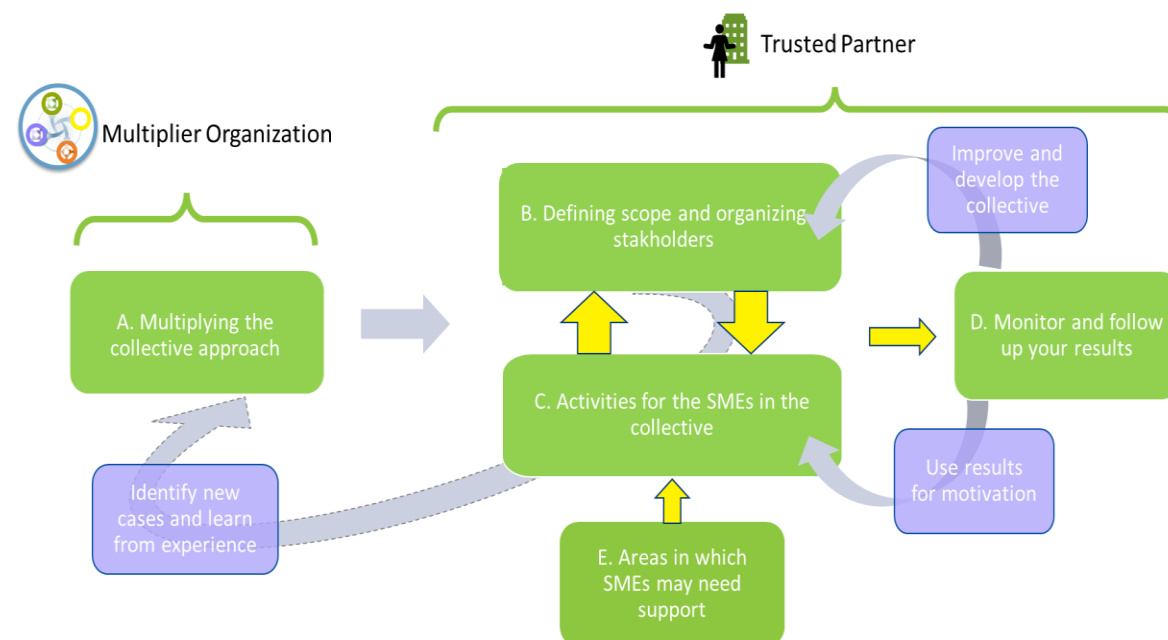
Federations for Industrial Business Parks, Chamber of Commerce, branch organizations and SME associations, but also public authorities such as national energy agencies, or universities or other research institute



# GEAR@SME online portal (to be launched Q1 2022)

## Portal elements

- GEAR handbook (see illustration to right)
- Quick facts
- Inspiring practices
- Tools and training material
- Community of Practice

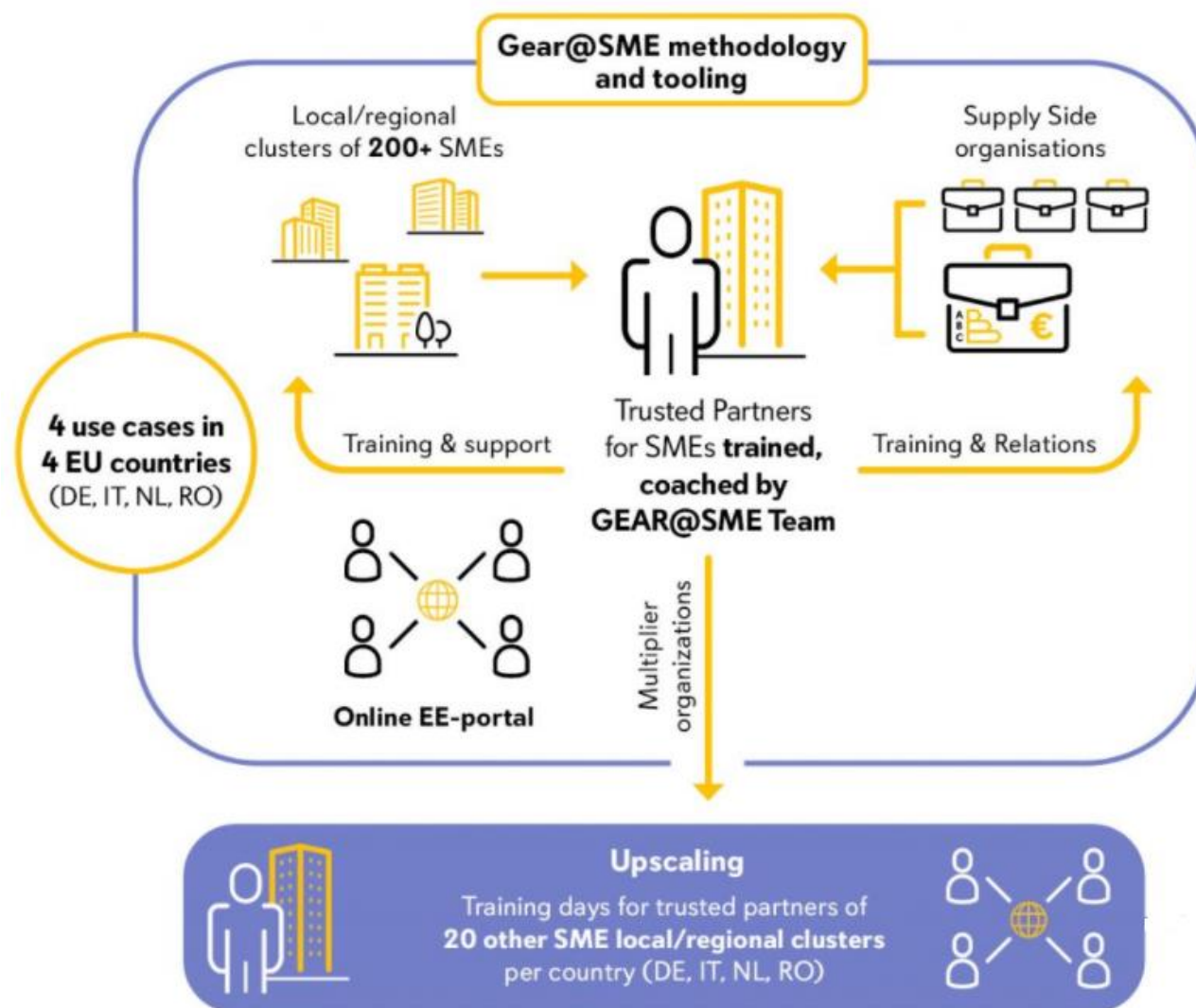




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# Summarising the GEAR@SME project

## Project partners:



**TNO** innovation for life

**INDUSTRIELL ENERGI**

**Gertimac**  
certificazioni materiali per costruzioni

**SPRINTA** **ENERGY** **AGENCY**

**SERVELECT**  
Energy is money! We save both.

**CCS**  
carbon capture and storage

**SYNYO**

MINISTRY OF EDUCATION  
**TECHNICAL UNIVERSITY**  
OF CLUJ-NAPOCA, ROMANIA

**CNA**  
Teubodak & Asociati

**CLOCK**  
energy efficiency  
organization



## GEAR@SME successes & challenges (per December 2021)

### Successes:

- Generation of project results (handbook, tools, training material)
- Providing insights into proven successful elements of a collective approach
- Creating interest in collective approach (although at a very slow pace) via energy scans

### Challenges:

- Activating and engaging the Trusted Partners in the use cases
  - capacity, time and money issues
  - what's in it for me
- SME outreach in the use cases
- Covid has been a complicating factor
- Cultural differences, also differences in national contexts





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# Thanks for your attention!



## For more information, see:



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**CCS**  
integrated

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**CNA**  
Territoriale  
di Ravenna

**CLOK**  
Lokaal  
ondernemen

