



TO4 online workshop, 24 June 14:00 – 17:30

## Championing sustainable energy in SMEs:

Public policies to help SMEs save energy and produce renewable energy

### Agenda

**Moderators:** Katharina Krell & Simon Hunkin

#### Session I – Setting the Frame

14h00-  
14h05

**Welcome and introduction**

*Katharina Krell, Policy Learning Platform*

**Poll to the audience:** Why have you decided to join our event?

14h05-  
14h10

**The policy framework for EE and RES in SMEs**

*Simon Hunkin, Policy Learning Platform*

14h10-  
14h25

**Keynote – SMEs on the road to net-zero**

*Chris Ashe, European Institute for Innovation – Technology (Advisory Partner, SME POWER)*

14h25-  
14h45

**Panel Discussion**

- *Gabor Horvath, University of Gävle (SMEPlus)*
- *Stepanka Holeckova, Czech Technical University in Prague, University Centre for Energy Efficient Buildings (RESINDUSTRY)*
- *Chris Ashe, European Institute for Innovation – Technology (SME POWER)*

14h45-  
15h00

**Networking break**

*Participants are split into 3 or 4 breakout rooms for 15 minutes and invited to introduce themselves to each other, greet their acquaintances, share their motivation to participate in the event and get to know the others – just like a “normal” real-life coffee break activity.*

#### Session II – Good practices to help SMEs save energy and produce renewable energy

15h00-  
16h00

**Session Introduction – PLP**

**Poll to the audience:** Which aspect of helping SMEs on their road to less energy use or own renewable energy production do you find most challenging to address through a public support programme?

**Good Practice Pitches**

The good practices relate to SME outreach & mobilisation, audit & diagnostic, investment support, and implementation. They are presented in short pitches (5 min.), followed by 2 follow-up questions from two expert discussants (5 min.).

	<ul style="list-style-type: none"> <li>▪ The Energig Energy Efficiency SME network – Gabor Horvath, University of Gävle</li> <li>▪ The ECO Fund – Energy Audits, Energy management system – Tea Potočnik, Local Energy Agency Spodnje Podravje</li> <li>▪ The Business Energy Efficiency Programme 2 – Stephen Beresford &amp; Caroline Hearne, Durham County Council</li> <li>▪ The PIUS Programme – Sebastian Hummel or Charlotte Reith, Ministry of Economics, Energy, Transport and Regional Development of Hessen</li> <li>▪ An implementation case: MALFINI – Hybrid photovoltaic system with accumulation in batteries – Jan Špale, UCEEB</li> </ul> <p><b>Poll to the audience:</b> Which of the presented good practices provide the most relevant concepts or lessons for your own territory?</p> <p><b>Question to the audience:</b> What do you need to improve / set up your local SME support programme? Write us in the chat and we'll put together a board of post-its with your replies to view together in the next session!</p>
16h00-15h10	<p><b>Networking break</b> <i>Participants are split into 3 or 4 breakout rooms for 10 minutes and invited to introduce themselves to each other, greet their acquaintances, share their motivation to participate in the event and get to know the others – just like a “normal” real-life coffee break activity.</i></p>
<b>Session III – EU Support &amp; Conclusions</b>	
16h10-16h25	<p><b>Understanding state aid rules for support programmes</b> <i>Alejandro Donnay, Deputy Head of Unit, Market Cases Energy &amp; Environment, State Aid I European Commission, DG Competition</i> + 1-2 follow-up questions from the audience</p>
16h25-16h40	<p><b>European support for the low-carbon transition of SMEs</b> <i>Oronzo Daloso, Unit D1 – LIFE Energy + LIFE Climate European Climate, Infrastructure and Environment Executive Agency (CINEA)</i> + 1-2 follow-up questions from the audience</p>
16h40-16h45	<p><b>The services of the Interreg Europe Policy Learning Platform</b> <i>Simon Hunkin</i></p>
16h45-16h50	<p><b>Wrap-up and online event conclusions</b> <i>Katharina Krell &amp; Simon Hunkin</i></p>
16h50-17h00	<p><b>Break before bilateral discussions</b></p>
<b>OPTIONAL: Session IV – Online Helpdesk</b>	
17h00-17h30	<p><b>Online Helpdesk</b> Possibility to book an individual bilateral meeting (10m) in advance with the Thematic Experts (and the PLP core team if needed) to discuss specific needs and policy challenges, or if you're interested in the <a href="#">on-demand services</a> of the Policy Learning Platform. You can request a slot in the registration form, or later simply by email.</p>