



**SMEPlus**  
Interreg Europe



European Union  
European Regional  
Development Fund

**SMEPlus FINAL EVENT**

**LA RIOJA ACTION PLAN**



**La Rioja**



**ADER**

# REGIONAL SOCIO-ECONOMIC CONTEXT



ADER



- ❑ **La Rioja** is an autonomous community of **Spain** located in the north of the Iberian Peninsula. (1% of the total area of Spain)
- ❑ The region is divided into **174 municipalities**. The capital and city with the largest population is Logroño. The total population of the region is 319.914 (INE 2020), whom 152.485 (INE 2020) live in the capital.
- ❑ It is located in a strategic position at 100 km from the Port of Bilbao, 185 km from France and 300 and 476 km from Madrid and Barcelona respectively.

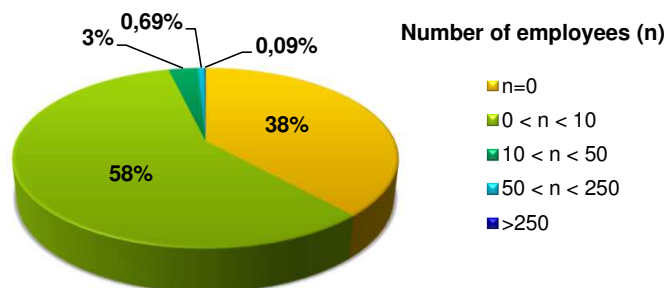


- ❑ In the international context, La Rioja is known for its **wine production**. Rioja's Denomination of Origin is the oldest and one of the most prestigious in Spain.

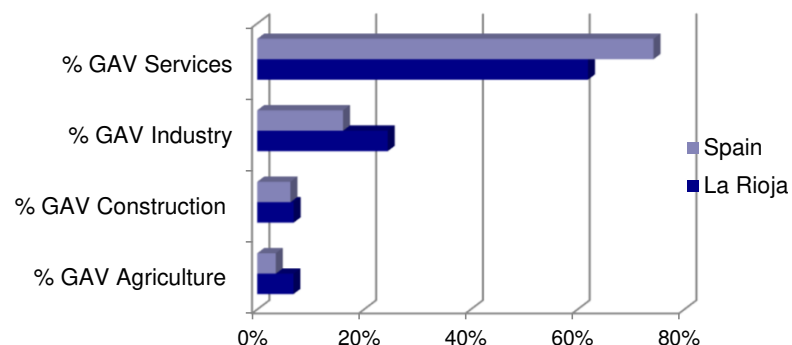


Denominación  
de Origen Calificada

- ❑ Diversified economy, based on industry, agri-foodstuffs and, especially, services.
- ❑ Main industrial sectors: Agri-food industry, construction, metallurgy, light chemicals, footwear, paper, textiles and furniture. Highlighted subsectors: **wine and canned vegetables**.
- ❑ Companies distribution by size: Out of a total of 22,700 companies, 21 are large companies (less than 0.1%), 156 are medium-sized (0.7%) and the rest (99%) are small (58%) and micro-companies (38%).

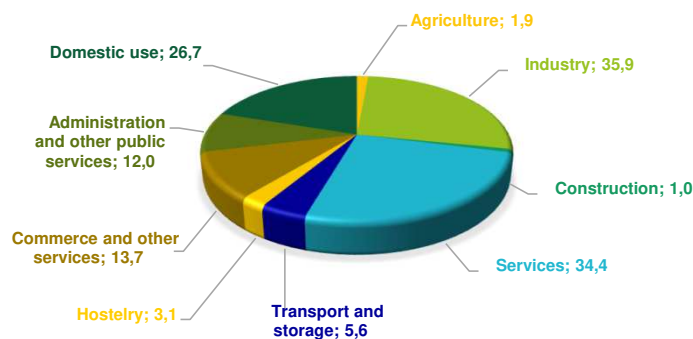


- GAV distribution by economic sectors in the region compared to the national average.



- Energy consumption in 2020 in La Rioja: 116 GWh.

ENERGY CONSUMPTION BY SECTOR %



- SMEplus objective: Improve the energy efficiency in industrial SME's.



- ❑ The Economic Development Agency of La Rioja (ADER)
- ❑ Public entity of the **Government of La Rioja** attached to the Regional Ministry of Autonomous Development.
- ❑ In charge of developing the economic-industrial promotion policy, mainly in the field of SMEs.
- ❑ Managing body of many of the grant lines for companies of the Government of La Rioja.

# SMEPLus ACTION PLAN

## Workshops and Study Visits

Exchange of good practices and experiences

House of Energy

HÖGSKOLAN I GÄVLE

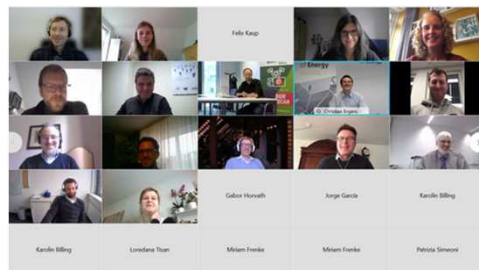
ADR SV OLTEŢIA  
Dr. Gheorghe Măhăciariu, Dr. Valeriu

provincie groningen

Ministero dello sviluppo economico

RMB  
Regionalmanagement Burgenland

ADER



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## Stakeholders Meetings and Workshops

Action Plan elaboration

La Rioja

fer  
federación de empresas de la rioja

AIER  
Electricidad  
Renovables  
Telecomunicaciones

anpier  
Asociación nacional de productores de energía fotovoltaica



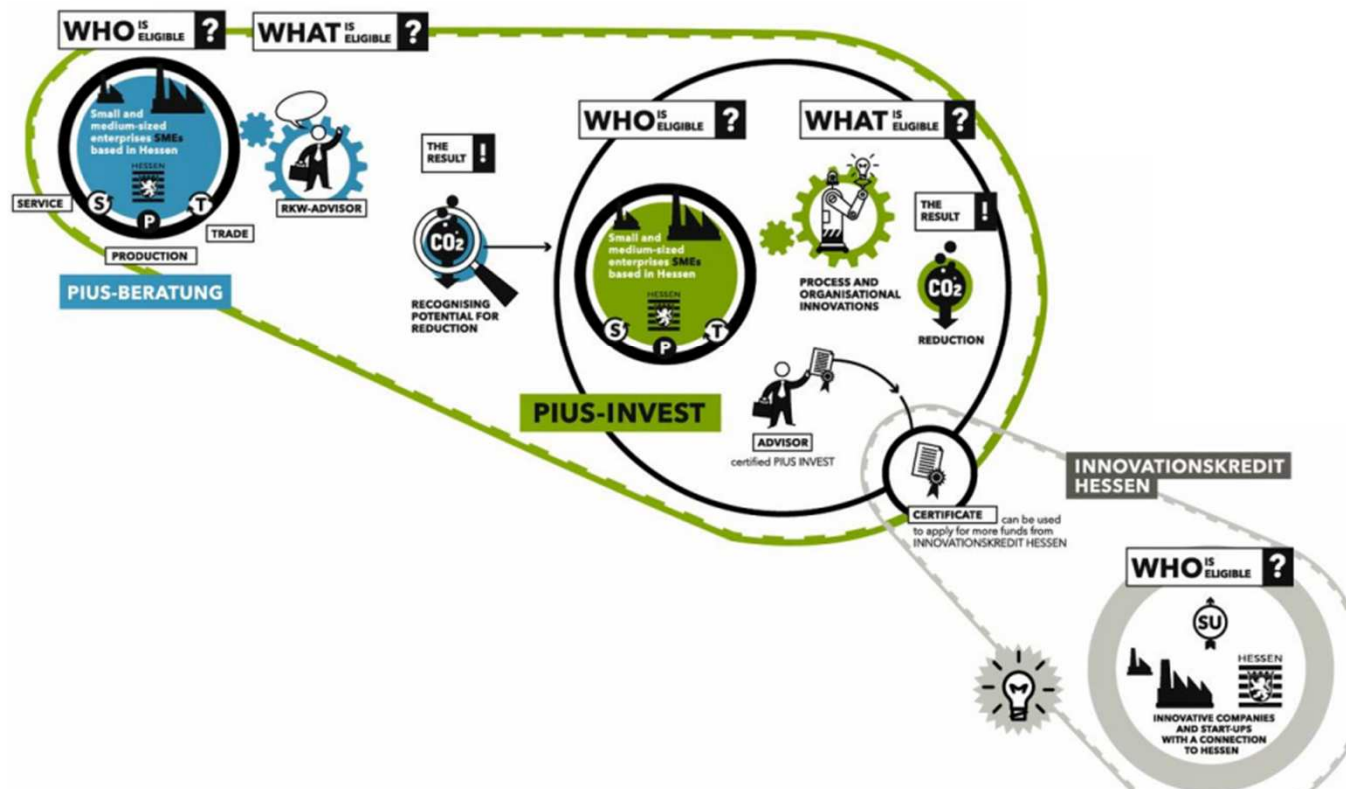


# ACTION 1: MINUS PROGRAM

## IMPLEMENTATION OF AN ENERGY EFFICIENCY IMPROVEMENT PROGRAM FOR INDUSTRIAL SMES

- ❑ The aim of this action is to develop a self-contained program attractive to SMEs and that integrates the sequence of energy efficiency audits plus investment grants based on the **PIUS Program** shared by the House of Energy of Hessen.

### PIUS funding programme



# ACTION 1 MINUS PROGRAM

- ❑ This action consist in launching a specific energy efficiency program for industrial SMEs. It will involve a call for grants in two phases (Energy audit + investment). Prior to the two phases, a specific program will be designed for the promotion, dissemination, beneficiary recruitment, support, promotion of results, etc... and also coordination of the new call. This new program will be "named" in order to give it an identity for itself.



**PROGRAMA DE AYUDAS**

La subida del precio de la luz está suponiendo una amenaza para la viabilidad de muchas empresas europeas.

La eficiencia energética en los procesos industriales es más importante que nunca.

El Programa Minus persigue la eficiencia energética de Pymes del sector industrial que cuenten con centro de trabajo en La Rioja.

**FASE 1**

Te permitirá subcontratar un experto para realizar una auditoría en tu PYME y proponer medidas de ahorro energético.

Se podrá subvencionar hasta:

**4.000€**

Con una intensidad del:

**75%**

**FASE 2**

Se implementarán las mejores propuestas. Las subvenciones variarán según el tipo de proyecto:

Se podrá subvencionar hasta:

**50.000€**

Pequeñas empresas con una intensidad: **50%**

Medianas empresas con una intensidad: **45%**

Si se instalan equipos de medición los primeros 6.000 euros se subvencionarán al 75%.

**SERVICIOS COMPLEMENTARIOS**

todas las PYMES beneficiarias contarán con:

**Asesoramiento**

**Apoyo financiero**

**¿EN QUÉ ME BENEFICIA SER ENERGÉTICAMENTE EFICIENTE?**

**MENOS es más**

**-**

CONSUMO  
EMISIONES  
GASTO

**+**

AHORRO  
SOSTENIBILIDAD  
COMPETITIVIDAD



# MINUS PROGRAM: DISSEMINATION



Video



Website

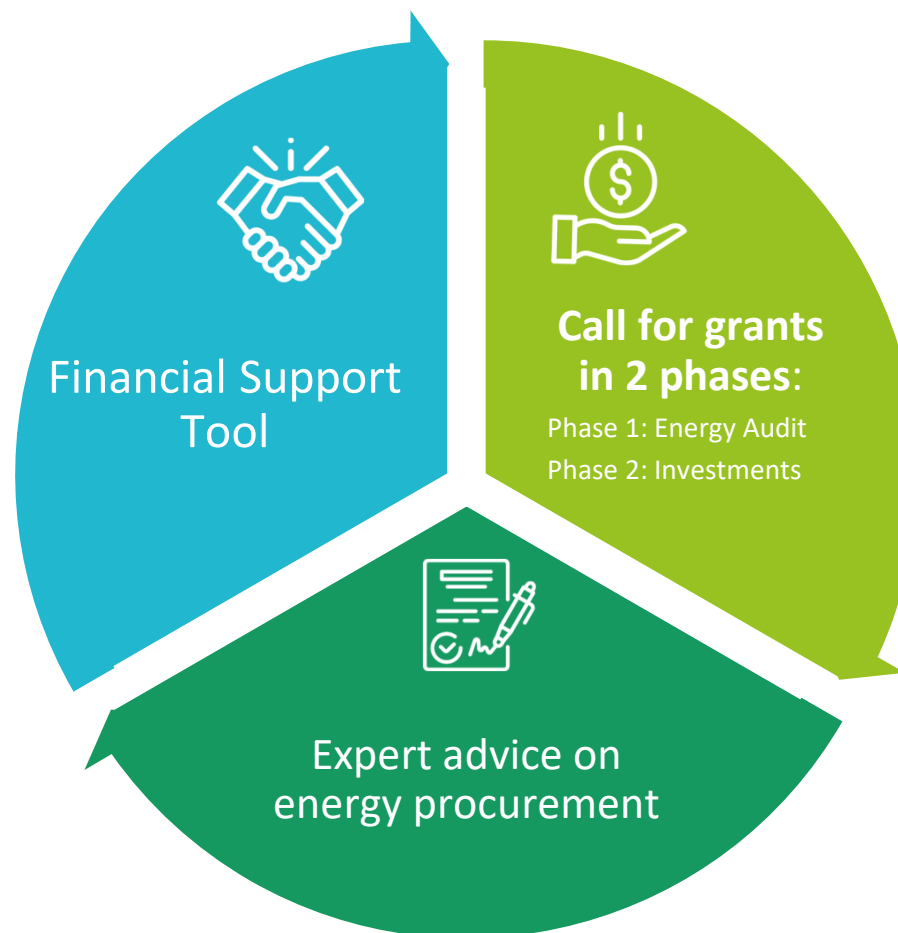


Dissemination Event on June 27th

# ACTION 1 MINUS PROGRAM



MINUS is a specific support program to increase energy efficiency in industrial SMEs in La Rioja.



# ACTION 1 MINUS PROGRAM

- ❑ **PHASE 1: Energy Audit + Action Plan.** In this first phase, SMEs will be able to apply for a grant to have an energy audit carried out by an expert. The funding rate will be high (75%) and will be linked to the definition of an action plan with a battery of measures (resulting from the energy audit) to be implemented in order to improve energy efficiency.




**minus**



**PHASE 1**  
**Energy audit**

**Up to 4.000€**  
**75% funding rate**

- PHASE 2: Implementation of energy efficiency measures



## PHASE 2. Implementation

- 1 Thermal installations**  
Up to 50.000€  
Small Company: 50% funding rate  
Médium Company: 40% funding rate
- 2 Productive installations**  
Up to 50.000€  
Small Company: 50% funding rate  
Médium Company: 40% funding rate

Up to 75% for the first 6.000€ for measurement equipment

## Complementary services

minus



Free consultancy on the company's energy purchasing situation, training on energy markets, energy purchasing strategy, participation in group purchasing, supply optimization, quality of supply, billing control, energy market information, remote metering service



Financial support through an agreement with a Reciprocal Guarantee Company (RGC)

CARACTERISTICAS PRESTAMOS ADER/ MINUS

ACTUACION	OBJETO	TIPO INTERES	PLAZO	GASTOS IBERAVAL		BONIFICACION ADER
PROYECTOS DE EFICIENCIA ENERGETICA	INVERSION	EURIBOR + 2	12 A 84 MESES	COMISION AVAL 1.5 % RIESGO VIVO	GASTOS ESTUDIO 0.5 %	COMISION AVAL HASTA 2% GASTOS ESTUDIO HASTA 0.5 %

**IBERAVAL**  
sociedad de garantía

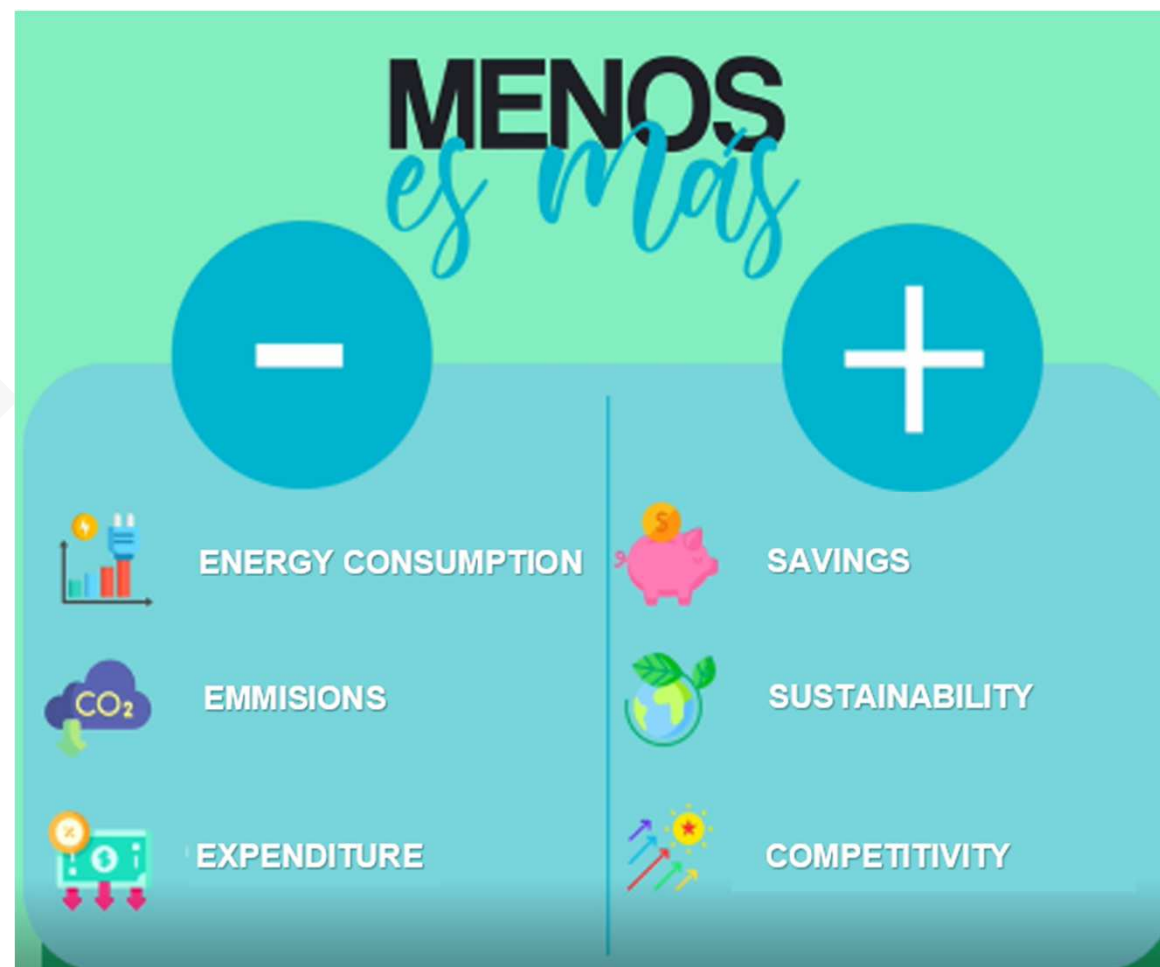


# ACTION 1 MINUS PROGRAM

# Minus

MINUS is a specific support program to increase energy efficiency in industrial SMEs in La Rioja.

MINUS is a PLUS





# MINUS PROGRAM: CALL FOR GRANTS



AYUDAS SERVICIOS PUBLICACIONES INVIERTE EN LA RIOJA COMUNICACIÓN SEDE ELECTRÓNICA

Asociación para proyectos o inversiones


**ADER** Agencia de Desarrollo Económico de La Rioja

## Programa Minus

Ayudas para la promoción del ahorro y eficiencia energética en Pymes industriales.

**TE1**

Plazo de convocatoria abierto hasta el 15 de julio de 2022



UNIÓN EUROPEA  
REACT-EU  
Fondo Europeo de Desarrollo Regional

**Índice**

- [1. Beneficiarios](#)
- [2. Subvencionable](#)
- [3. Otros](#)
- [4. Plazo](#)

Financiado como parte de la respuesta de la Unión Europea a la pandemia del COVID-19.

**Solicite esta ayuda**

- A través de la [Sede Electrónica](#)

**Normativa**

- [Orden](#)
- [Modificación Orden](#)
- [Convocatoria](#)
- [Extracto de convocatoria](#)
- [BDNS.636916.636917.636919](#)
- [Módulos de costes unitarios](#)
- [Logo REACT-EU FEDER](#)

## Phase 1:

- Eligible costs: External expert consultancy costs to carry out the energy audit.
- Maximum investment: 4,000 €.
- Budget: 45.000 € (15 companies)
- Funding rate: 75%.
- Deadline for applications: July 15, 2022.
- Results:
  - 14 applications received.
  - 12 energy audits done

# MINUS PROGRAM: CALL FOR GRANTS



## □ Phase 2: Energy Efficiency Investments:

- Max. and min. investment: 50,000 € - 10,000 €.
- Budget: 155.000 €.
- Eligible projects:
  - Measurement and control systems.
    - Max. and min. investment: 1.000 - 6.000 €.
    - Funding rate: 75 %.
  - Thermal installations and production processes. Intensity:
    - Small company: 50%.
    - Medium company: 45%.
- Deadline for applications from September 2 to December 2, 2022.
- Results:
  - 12 applications received. Mainly
  - Around 600,000 € investment in total.

# MINUS PROGRAM: RESULTS



ADER



- ❑ At this moment:
- ❑ 14 SME's applied to the MINUS PROGRAM.
- ❑ 12 SME's have done the energy audit – 36,000 € grant committed
- ❑ 12 SME's have applied to the phase 2 of Minus call. Around 600,000 € applied in investments. This applications are still pending of revision, as they were submitted in December.
- ❑ When all applications will be finished and justified, energy efficiency granted by each application will be disseminated through the Pentaho dashboard.

# ACTION 2 EE MEASURES DATABASE



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- ❑ A **database** will be developed in scorecard format (through the Pentaho tool) where the results of the energy efficiency measures implemented up to date **within the regional energy efficiency grants** can be openly consulted.



- ❑ Based on the **ENERGIG good practice** from the **University of Gavle**. In addition to joining companies in energy networks, this good practice proposes the compilation of energy efficiency adopted measures in a freely accessible database in order to **encourage** other companies to implement energy efficiency measures.
- ❑ The information will be uploaded in **two phases**:

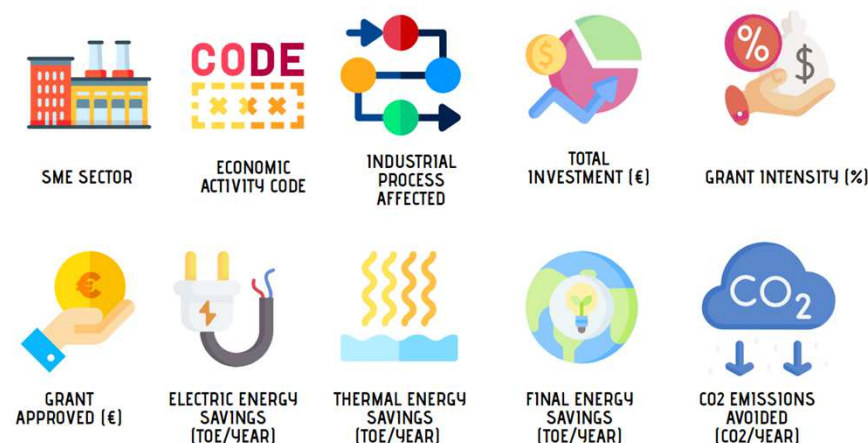
# ACTION 2 EE MEASURES DATABASE



ADER



- ❑ **PHASE 1:** Results of the measures already implemented in the existing energy efficiency grant lines from 2014 to 2021.



Users will have the possibility to filter the measures by different criteria.

- ❑ **PHASE 2:** Results monitoring of the measures implemented **within MINUS PROGRAM**. The following indicators will be added: **% Energy efficiency per action**, % of total energy efficiency of the company after the action has been implemented and Return on investment (with and without subsidy).
- ❑ These data will be used to encourage other SMEs to implement energy efficiency measures **based on practical results** and to **prioritize** them according to their effectiveness (investment versus savings obtained).

# ACTION 2 IMPLEMENTATION



+34 941 291 500 | [ader@larioja.org](mailto:ader@larioja.org) | Muro de la Mata 13-14, Logroño | Lunes a viernes de 9:00 a 14:00 |



INICIO - START | MAPA DEL SITIO

PORTAL DE LA TRANSPARENCIA · PERFIL DEL CONTRATANTE

[INICIO](#)[ADER](#)[AYUDAS](#)[SERVICIOS](#)[PUBLICACIONES](#)[INVIERTE EN LA RIOJA](#)[COMUNICACIÓN](#)[SEDE ELECTRÓNICA](#)

## Servicios

De la Agencia de Desarrollo Económico de La Rioja

- I+D+i
- Observatorio industrial
- Diseño
- Enterprise Europe Network
- Innovación en Gestión Empresarial
- Proyectos Europeos**
  - ORHI
  - RIOHUB
  - COOEXCELL +
  - ACE
  - Crea NET 2.0
  - Crea Business Idea
  - ...

## SMEPlus

Interreg Europe

El proyecto europeo SMEPlus "Improving policy instruments to increase the energy efficiency in industrial SMEs" tiene como objetivo último la mejora de las políticas en el campo de la eficiencia energética dirigidas a las PYMES. Está coordinado por la Universidad de Gävle en Suecia y cuenta con socios en otras regiones europeas en Alemania, Austria, España, Italia, Holanda y Rumanía. España está representada por el Gobierno de La Rioja y cuenta con la participación de la Agencia de Desarrollo Económico de La Rioja en calidad de socio y de la Dirección General de Transición Energética y Cambio Climático como principal actor regional en materia de eficiencia energética.

La Directiva del Parlamento Europeo y del Consejo relativa a la Eficiencia Energética establece que la Unión Europea debería alcanzar un objetivo de eficiencia energética de al menos el 32,5 % para el año 2030 respecto a valores del año 2007. Durante el proyecto, financiado bajo el programa europeo INTERREG EUROPE, los socios compartirán sus buenas prácticas para encontrar las mejores soluciones para contribuir al logro del objetivo establecido en materia de eficiencia energética. Las barreras más comunes que deben superarse en las regiones son el bajo interés de las PYMES industriales que participan en los programas de políticas de eficiencia energética así como el bajo

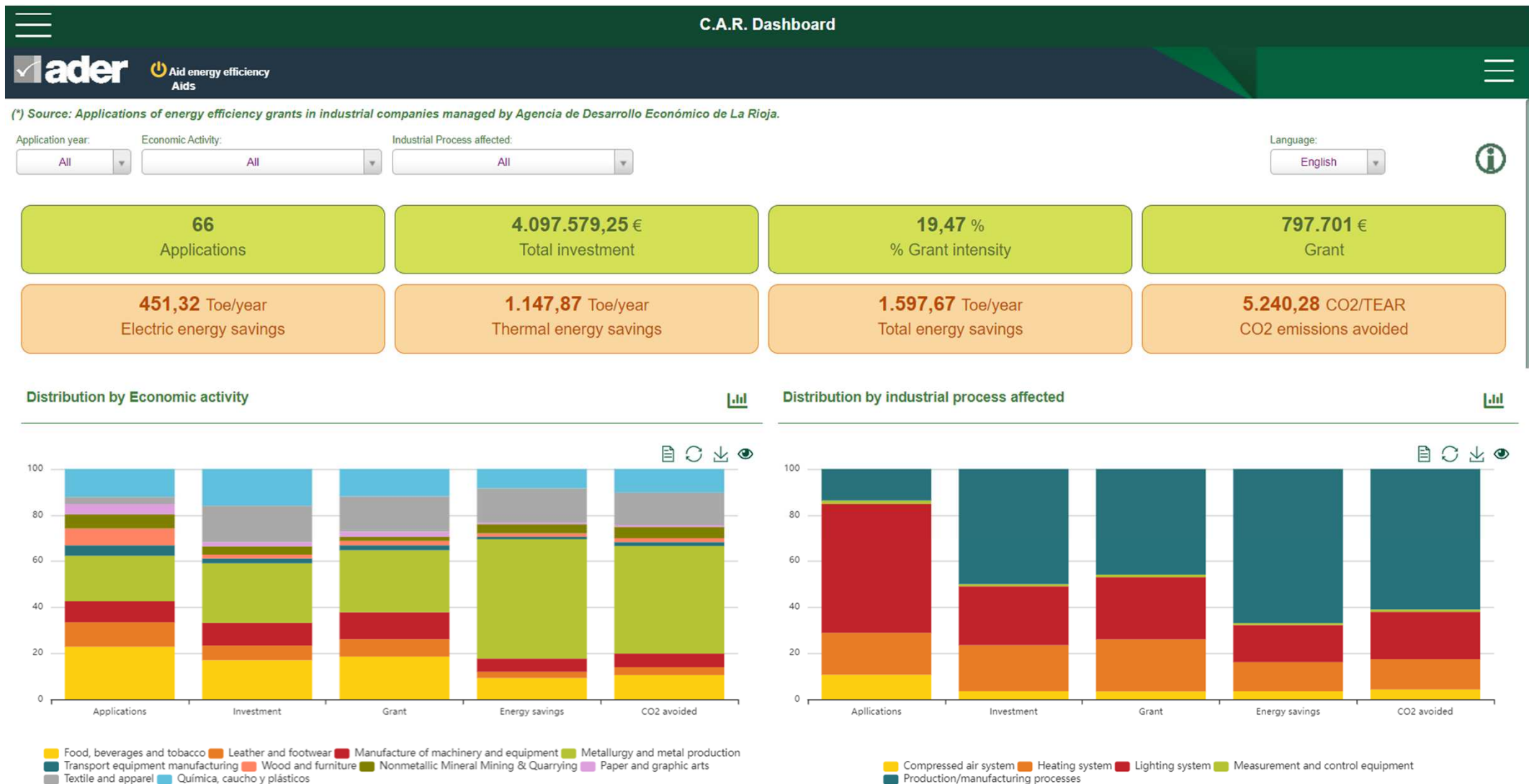


[Información sobre medidas de eficiencia energética](#)

[https://bi.larioja.org/pentaho/ader/ayudas\\_eficiencia\\_energetica\\_web](https://bi.larioja.org/pentaho/ader/ayudas_eficiencia_energetica_web)



# ACTION 2 IMPLEMENTATION



- Applications can be filtered by year, economic activity or process affected.
- It can show which are the actions that get the higher energy savings.
- This data will help SME's to decide what kind of EE action are more cost-effective (more savings with less cost).

# ACTION 2 IMPLEMENTATION



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## Breakdown by economic activity +

Absolute

Activity	Applications	Investment €	Grant €	Electric energy savings (Toe/year)	Thermal energy savings (Toe/year)	Total energy savings (Toe/year)	CO2 emissions avoided (CO2/TEAR)
Food, beverages and tobacco	15	692.620	147.413	86,21	60,84	147,05	548,99
Leather and footwear	7	260.476	59.977	41,73	1,73	43,46	179,49
Manufacture of machinery and equipment	6	403.411	93.413	33,06	58,34	91,40	308,19
Metallurgy and metal production	13	1.056.015	213.897	43,52	782,85	824,85	2.440,54
Transport equipment manufacturing	3	86.464	17.293	19,82	2,31	22,13	89,03
Wood and furniture	5	66.567	15.235	24,19	0,00	24,19	100,43
Nonmetallic Mineral Mining & Quarrying	4	147.611	16.509	62,78	0,00	62,78	260,59
Paper and graphic arts	3	76.653	17.647	11,10	0,00	11,10	46,07
Textile and apparel	2	657.246	121.861	29,61	207,95	237,56	732,24
Química, caucho y plásticos	8	650.516	94.456	99,32	33,85	133,17	534,71
<b>TOTAL ACTIVITIES</b>	<b>66</b>	<b>4.097.579</b>	<b>797.701</b>	<b>451,32</b>	<b>1.147,87</b>	<b>1.597,67</b>	<b>5.240,28</b>

## Breakdown by industrial process affected +

Process	Applications	Investment €	Grant €	Electric energy savings (Toe/year)	Thermal energy savings (Toe/year)	Total energy savings (Toe/year)	CO2 emissions avoided (CO2/TEAR)
Compressed air system	7	142.926	27.093	48,86	6,56	55,42	223,24
Heating system	12	817.171	179.751	48,50	153,03	201,53	685,83
Lighting system	37	1.044.965	214.569	258,66	0,00	257,14	1.074,34
Measurement and control equipment	1	38.903	8.842	13,03	0,00	13,03	54,11
Production/manufacturing processes	9	2.053.614	367.446	82,26	988,28	1.070,54	3.202,76
<b>TOTAL PROCESSES</b>	<b>66</b>	<b>4.097.579</b>	<b>797.701</b>	<b>451,32</b>	<b>1.147,87</b>	<b>1.597,67</b>	<b>5.240,28</b>

- ❑ Applications can be filtered by year, economic activity or process affected.
- ❑ It can show which are the actions that get the higher energy savings.
- ❑ This data will help SME's to decide what kind of EE action are more cost-effective (more savings with less cost).

- ❑ Regional Operational Programme 2014-2020 (ROP 2014-2020)
- ❑ Changes:
  - ❑ Implementation of a new project:




- ❑ Changing the management of the policy instrument, improved governance: The results of MINUS program in terms of energy audits performed, types of energy efficiency measures implemented, processes affected by them, energy savings, CO2 emissions avoided, etc..., will help the managing authorities of the operational program to improve the following programs and call for proposals. Also action 2 contribute to this change.

## UPCOMING REGIONAL ENERGY EFFICIENCY POLICIES



ADER



- ❑ MINUS program will be launched also next year if results are as planned. 
- ❑ The Regional Parliament approved last October 27<sup>th</sup> the creation of the new Energy Transition and Climate Change Agency of La Rioja. The first of its three main goals is the fostering and implementation of actions in the field of energy efficiency.
- ❑ This Agency will be in charge of the elaboration of 2 new Plans for La Rioja: the Energy and Climate Integrated Plan (PRIEC) and the Climate Change Adaptation Plan (PRACC).



**SMEPlus**  
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European Union  
European Regional  
Development Fund

# Thanks for your attention



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Económico de La Rioja

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