



EENergy Information Webinars
2nd – 6th February 2024
European Commission, EISMEA, World Bank, and EENergy Consortium

Topic	Purpose	Estimated time
Opening words	Introduction of the programme by EISMEA/DG Grow	5 minutes
EENergy updates and practical details	Outline the main changes since December 2023 Presentation of the main elements of the applicant survey	20 minutes
World Bank presentation and Q&A	Impact evaluation rationale Elements for a successful impact evaluation Benchmarking reports	10 minutes
General Q&A	Discussion of any outstanding questions	20 minutes
Closing remarks	Closing remarks and summary by EEN	5 minutes

SLIDO POLL TO BE COMPLETED THROUGHOUT THE PRESENTATION

During the presentation, please take some time to fill in a few of questions on Slido.

Login details: #1770145 and passcode tkh7mf

These responses will be discussed in the Q&A session at the end of this presentation.

Please also provide your contact information in the registration excel sheet (link in chat).



Opening Words





EENergy Open Call: Updates and Practical Details

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Marcus Collier-Wright, ZENIT GmbH

Quick Programme Overview

How many SMEs will apply?

- 1,800+ applications
- SMEs of /from different sizes and sectors

How many firms will be receiving grants as part of the programme?

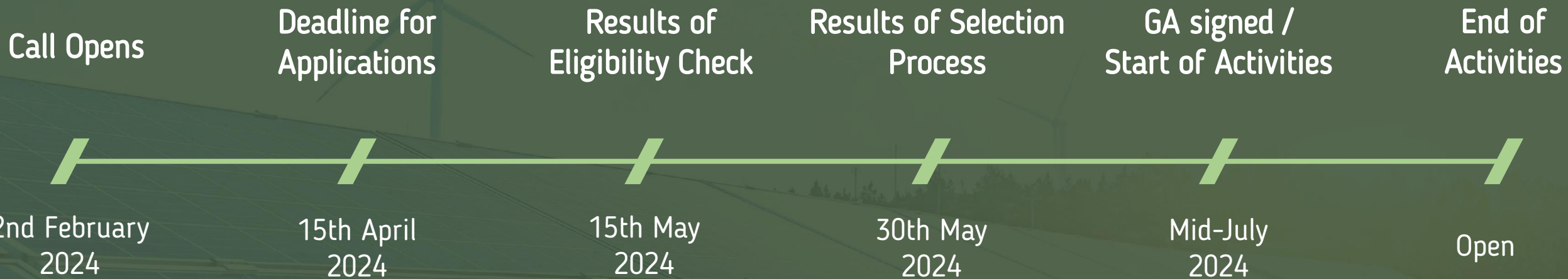
- 900 SMEs, up to a maximum of €10,000 grant
- Every eligible firm has a fair chance thanks to random selection process

How are sustainability advisors adding value to client SMEs through this programme?

- 1,800+ SMEs will benefit from sustainability advisory services, whether they are funded by the grants or not
- 900 SMEs will receive funding, but ALL 1800+ SMEs could find more funding thanks to sustainability advisors

Call Overview & Indicative Timeline

Total budget of the open call	Number of funded beneficiaries	Financial support per SME
€9,000,000	At least 900	Up to €10,000



Eligible Activities

Investment

Consultancy

Skills &
Training

Activities in multiple categories are eligible -> Total funding cannot exceed €10.000
5% Energy Reduction

SMEs must be incorporated and operational since 01.01.2023

Targets for applicant group

At least 2% of SMEs from each of the 39 eligible countries

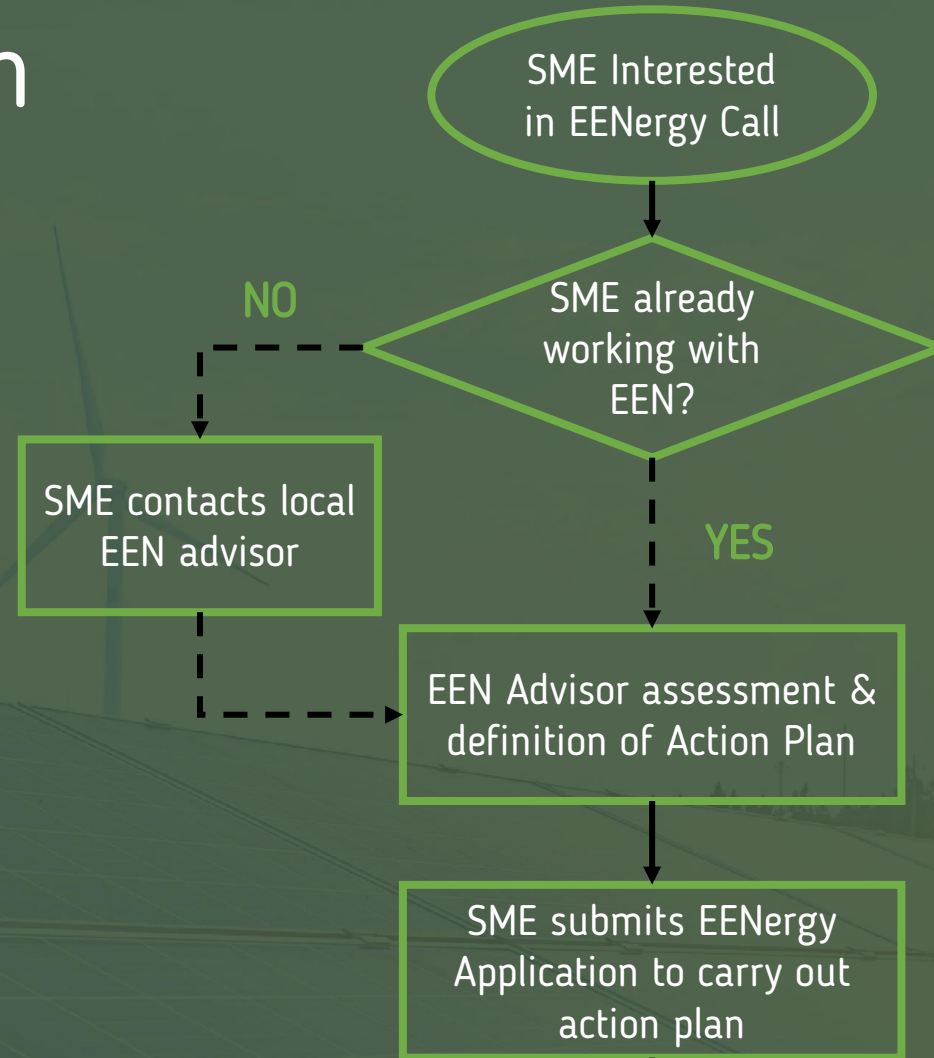
At least 20% of SMEs from energy intensive industries

At least 50% of SMEs undertaking business process innovation tied to technological adoption

At least 50% of beneficiaries enhancing the sustainability of their overall business model

At least 25% of SMEs enhancing their digital skills

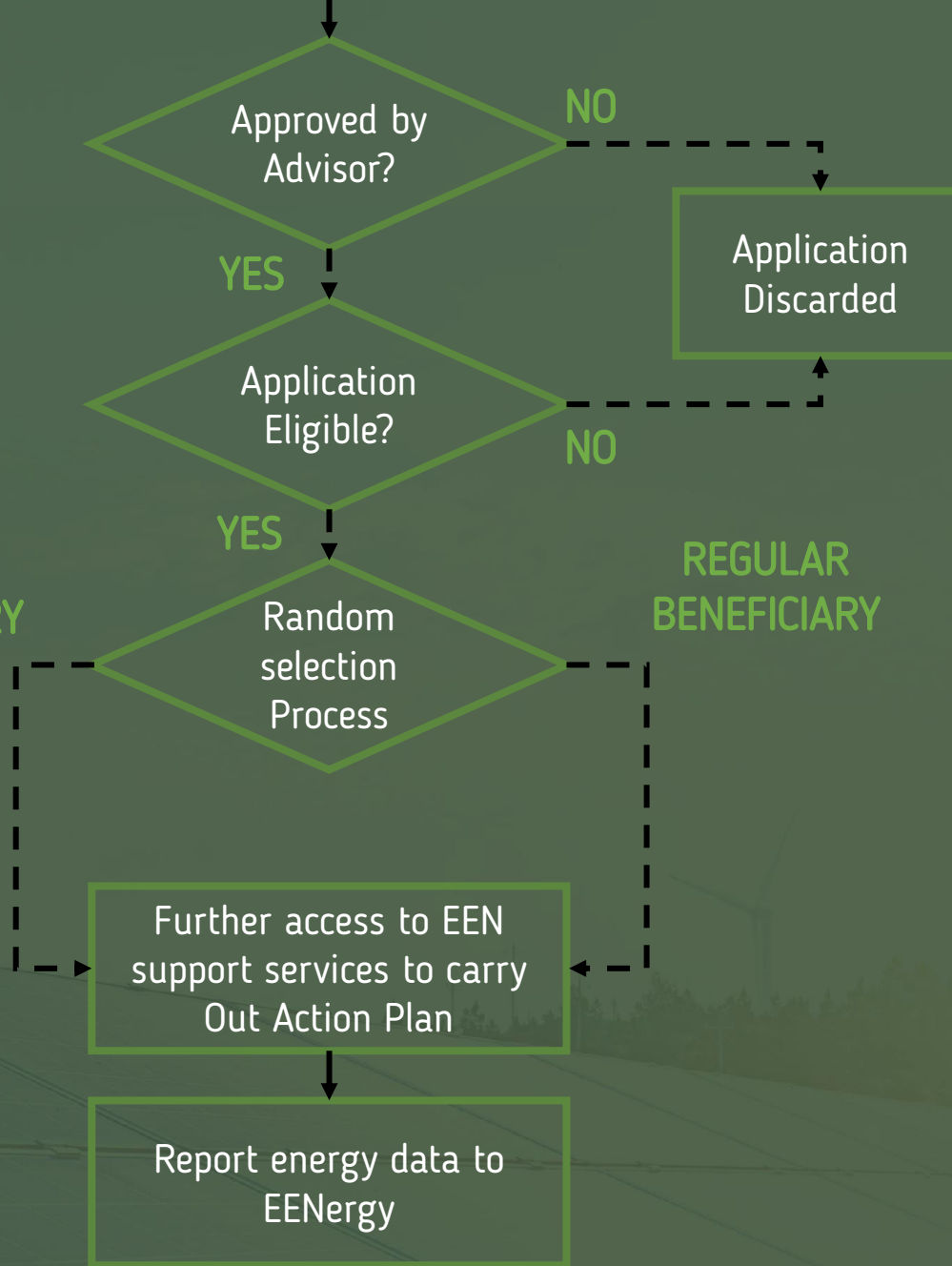
Application Process



FUNDED
BENEFICIARY

€10k

REGULAR
BENEFICIARY



Advisors Workflow

1

Sustainability Advisor completes client assessment and prepares action plan.

2

Client submits the application form

3

Sustainability Advisor receives an automated email -> **Confirm advisory services with client and AP creation**

4

Client's application progresses to eligibility check and random selection

5

Sustainability Advisor continues to support the client with AP implementation and/or alternative financing

6

Sustainability Advisor support the client to provide update EE data -> **Client receives benchmarking report**

Data Collection & Reporting: Practicalities

Period 1

1st Feb – 15th Apr 2024

Data gathered through
application form

EE Benchmark Report 1

Period 2

1st Jan – 31st Jan 2025

Simplified Reporting Form
(All Beneficiaries)

*Full Reporting Form
(Funded beneficiaries that
reach 5%, paid Feb 2025)*

EE Benchmark Report 2

Period 3

1st Jul – 31st Jul 2025

Simplified Reporting Form
(All Beneficiaries)

*Full Reporting Form OR
Declaration of Honour
(paid Aug 2025)*

EE Benchmark Report 3

Period 4

1st Jan – 31st Jan 2026

Simplified Reporting Form
(All Beneficiaries)

EE Benchmark Report 4

Benchmark Reports: Relevance and Usefulness of Tracking Outcomes over Time

Who will produce these reports?

- These reports will be created for participating firms by the World Bank
- The World Bank will also monitor which firms complete the follow-up surveys and will share regular updates with EEN

Role of sustainability advisors in data collection?

- EEN will reach out to relevant sustainability advisors to gently encourage firm survey participation
- Advisors can remind participating firms they committed to providing information during the programme application
- Advisors can advocate for the added value of this report to individual SMEs

Why are benchmarking reports useful for sustainability advisors?

- A new product which will be used as supporting evidence to demonstrate achievement of KPIs by sustainability advisor.

Where to find information

EENergy Project Website: <https://eenergy-project.eu>

EENergy Grant Platform: <https://eenergy.grantplatform.com/>

EENergy Assessment Tool for Sustainability Advisors: <https://www.een-ara.fr/form-download-assessment-tool-een-sustainable-advisors-within-eenergy-programme>

EEN Energy Efficiency Catalogue: https://een.ec.europa.eu/system/files/documents/2023-06/EEN_Catalogue_Energy_Solutions_1_2023.pdf



Application Form Overview

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Rigorous Learning for more SME Energy Efficiency in Europe

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World Bank

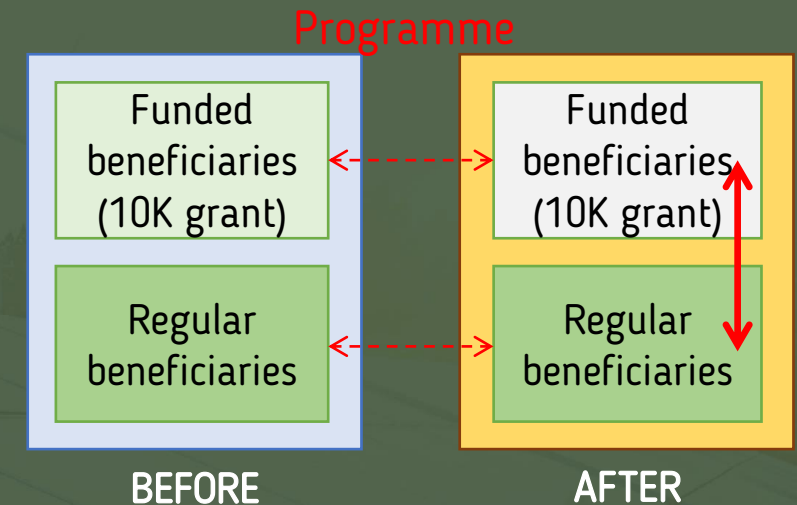
IMPACT EVALUATION: KEY ADDITION TO GENERATE LEARNING

What does an impact evaluation allow us to do?

- It allows the EC and the EEN to make causal statements in relation to what happened compared to what would have happened in the absence of the intervention;
- It allows the EEN to understand for whom the programme works best (SMEs by size, sector, geography),
- It supports the EEN to make evidence-based adaptations for future programme scale-ups, or other programmes

How does it do it?

- On behalf of the EC, the World Bank will collect data on outcomes of interest at the start, during and end of the programme.
- The World Bank will then compare outcomes of funded beneficiaries against those who are regular beneficiaries.
- For this comparison to be rigorous, these two groups need to be identical in characteristics which will be achieved through the randomisation process.



PROGRAM IMPLEMENTATION: WHAT WILL THE REGULAR BENEFICIARY RECEIVE, CONCRETELY?

All firms will receive information/advice from the sustainability advisors on other funding opportunities as part of the basic EEN services

All firms will develop an action plan with the support of sustainability advisors

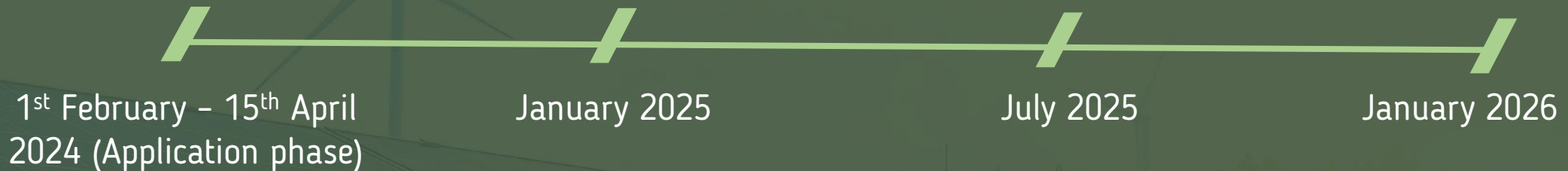
All firms will be given access to a list of available complimentary funding

All firms will receive a benchmarking report from sustainability advisors (the report is elaborated by the World Bank and put at the disposal of the EEN advisors)

BENCHMARK REPORTS: TRACKING OUTCOMES OVER TIME AND ACROSS SIMILAR FIRMS

What is a benchmarking report?

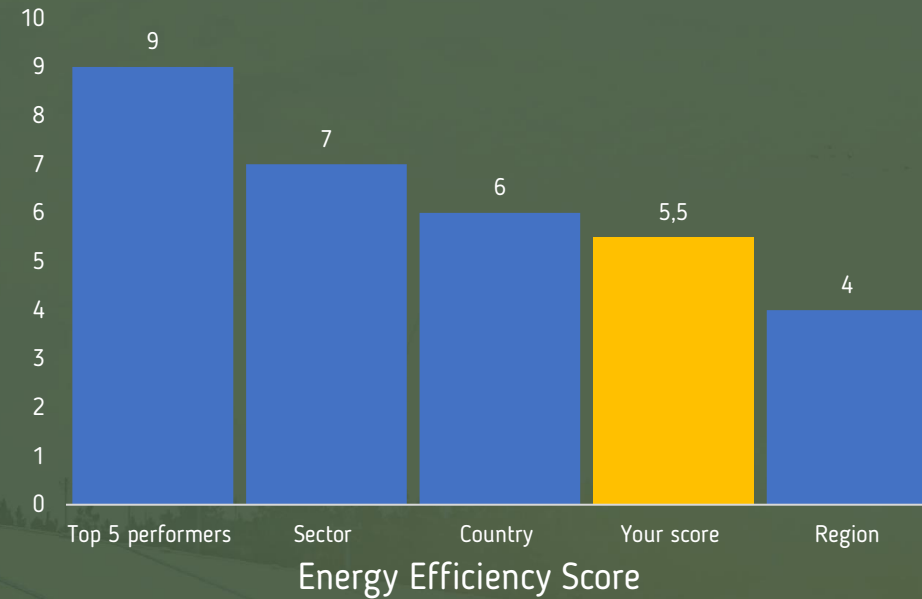
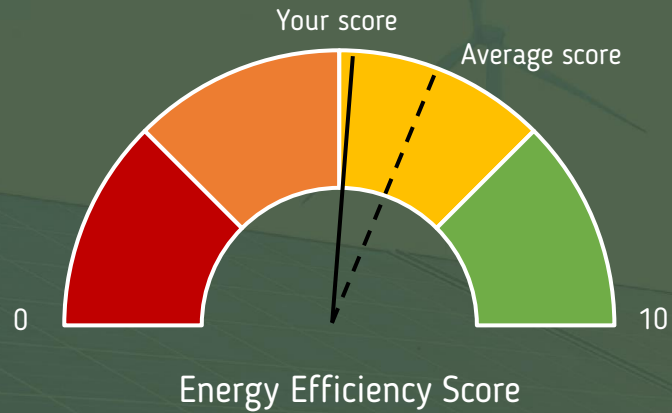
- A personalised summary report for each firm, benchmarking its energy efficiency performance against comparable firms in the programme (e.g., by sector).
- Each firm will receive 4 reports over the lifetime of the programme, helping it measure progress.



This only works if the World Bank can consistently collect firm data during each of the four data collection activities

BENCHMARK REPORTS: Illustration

Example: Energy efficiency score (ranging from 0-10)



Key outcomes are compared over time (for the same firm) and across firms (comparing to the best performing firms, firms in their sector, country, or region)

ACCURATE BENCHMARKING REPORT DATA IS CRITICAL

Why do we need accurate data?

- The benchmarking report provides contributory evidence on the achievement of KPIs by sustainability advisors.
- The data will feed into the Impact Evaluation, allowing the EC to monitor impact in real time, and accurately compare the two beneficiary groups (regular and funded).
- The report is only useful to firms if it is based on accurate data.



General Q&A



THANK YOU FOR YOUR ATTENTION

If you have any further questions, please do not hesitate to contact us:

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Closing Remarks





Thank you!

