

Title of the measure:	FIN35 Energy advice for SMEs
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General description

In 2009, within the framework of the energy efficiency agreement for industry and businesses (see MURE descriptions FIN14/industry and FIN15/tertiary), an energy efficiency advice project was started, aimed mainly at medium-sized businesses that had signed up to the agreement. The businesses were from four sectors of industry as well as the tourism and catering sector. Motiva is responsible for the implementation of the advice project, which is co-funded by the Ministry of Employment and the Economy and by trade associations, and it includes telephone advice, sector-specific seminars, business visits and the production of advice-related materials.

Energy advice for small and medium-sized enterprises (SMEs) has been funded by five trade unions that are signed up to the energy efficiency agreement for business, and by the Ministry of Employment and the Economy (MEE). The budget for the three actual years of the advice work has been as follows:

- 2009: Total: EUR 318 000, of which the MEE funded EUR 271 000 and the unions funded EUR 48 600;
- 2010: Total: EUR 143 400; funding from the MEE: EUR 104 400; funding from trade unions: EUR 39 000 (money transferred to 2010 from the previous year is included in the proportion of funding coming from the MEE);
- 2011: Total: EUR 105 000; funding from the MEE: EUR 56 800; funding from trade unions: EUR 48 250.

The proportion of funding from the MEE in 2009 was large, since that was when the advice work started, and there were also some projects to support the actual advice that were related to it. The figures do not include the costs of any other projects that support the advice.

Energy efficiency advice for SMEs is provided by Motiva (responsibility, coordination, practical implementation, and communication), the trade unions (feedback, guidance, and communication) and the MEE (feedback, guidance, and communication).

Equipment suppliers and consultants also participate indirectly in the advice work and especially in the actual implementation of increased efficiency measures. The SMEs that receive the advice participate in the development of the service by providing feedback and participating in workshop events.

Of the trade unions that have signed up to the energy efficiency agreement for business, the Finnish Plastics Industries Federation, the Chemical Industry Federation, the Federation of Finnish Technology Industries, the Finnish Food and Drink Industries' Federation, and Tourism and Restaurant Services (MaRa), as well as the Ministry of Employment and the Economy, have participated in energy advice for SMEs. The advice work was prepared in collaboration between the aforementioned unions and the MEE in 2007–2008. The actual advice work started in 2009.

In SMEs, energy matters are often implemented in parallel with their own activities, and the resources used for this are limited. Attention is therefore not always paid to energy efficiency, and measures to improve energy efficiency remain unimplemented and their cost savings unfulfilled. The Energy Services Directive, which entered into force in 2006, and the new challenges that it brought with it are also still new things for many SMEs, as is the energy efficiency agreement for business, which has a key role in the implementation of the Energy Services Directive in Finland.

The survey of medium-sized enterprises conducted towards the end of 2007 and the energy efficiency pilot project implemented in spring 2008 suggest that there is a need for energy efficiency advice.

The energy efficiency advice service was started at Motiva on 1 June 2009. Advice is offered to companies that have signed up to the operational programme for medium-sized industry under the energy efficiency agreement for business and which are members of the aforementioned five trade unions.

Advice activities have been and are being targeted at the following sub-areas in particular:

- Annual report under the energy efficiency agreement;
- Clarifying the obligations under the energy efficiency agreement;
- Identification of the most important factors in the subjects' own energy use, at a general level;
- Help in prioritising known increased efficiency measures;
- In-house communication and training, and associated materials;
- Help in creating contacts between companies and other players in the sector (energy inspectors, ELY Centres, equipment suppliers, etc.).

The energy efficiency advice for SMEs has mainly comprised and still consists of the following measures:

Advice by telephone and e-mail

In addition to providing the actual advice, information is gathered on any questions, problems and practices arising.

Energy efficiency seminars

In 2009, the five seminars associated with the advice service were sector-specific. In 2010, the energy efficiency seminars were local events in which businesses participated across sector boundaries. A total of four local seminars were organised in 2010, as well as a dedicated seminar for tourism and catering companies. In 2011, seminars have been organised for the technology industry, as well as a seminar for companies in the plastics, chemicals and food industries. The main emphasis of the 2011 seminars has been on business examples and sharing practical advice.

Business visits

The need for business visits, as well as their implementation, has increased every year. The aim of business visits, in addition to the advice work, is to become familiar with business activities and/or production so that the practical opportunities and challenges can be highlighted more effectively.

Production of advice-related material

Advice-related material was produced especially in 2009, when sector-specific energy advice materials were prepared for all the aforementioned trade unions. In 2010–2011, the activity has mainly consisted of passing on existing public material and distributing seminar materials. The materials are produced and updated as necessary.

Collaboration between Motiva and the trade unions participating in the advice

The trade unions' contact persons are kept actively informed of the advice work. Similarly, Motiva / the energy efficiency advice [team] need information and feedback from the trade unions and companies. Energy efficiency advice status meetings are arranged as appropriate, in accordance with the agreement. It is thus possible for information and feedback to go in both directions.

Gathering project ideas in parallel with the advice work

During the advice work, ideas are shared with various interest groups regarding possible projects, according to need.

Other activities

In addition to energy efficiency advice for SMEs, there are also projects and activities relating to energy efficiency management for energy-intensive companies, including training in internal audits of energy efficiency systems, seminars on energy efficiency management, and, inter alia, a project relating to measurements, and these can also be exploited by SMEs. The projects support the implementation of the obligations set for the companies in the operational programme for energy-intensive industry under the energy efficiency agreement for business.

Impact evaluation (methods and results)

Methods

Results

Ex-post evaluation	1995	2000		
direct CO ₂ (kt)				
Energy (TJ) (Fuels/Electricity)				
Ex-ante evaluation	1995	2000	2010	2020
direct CO ₂ (kt)				
Energy (TJ) (Fuels/Electricity)				

Measure Impact Level		
<input checked="" type="checkbox"/> low	<input type="checkbox"/> medium	<input type="checkbox"/> high

Interaction of measures

Linked to the voluntary agreement for industry (FIN14/industry) and businesses (FIN15/tertiary).

Historical data

References