



Minutes of 1st workshop

Ireland
English language

September 2015

Public



Co-funded by European Union

Author

Tipperary Energy Agency
Erasmus Smith House,
Church St,
Cahir,
Co. Tipperary
Ireland
pkenny@tea.ie

Partner logotype

This document has been elaborated within the
Energy Performance Contracting Plus (EPC+)
project and is available on the project website.

www.epcplus.org

Deliverable 2.06 and 2.07



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 649666.

The content here included reflects only the authors' views and the EASME is not responsible for any use that may be made of the information it contains.

Content

Introduction and process to be followed	5
1 st workshop: About the EPC+ project and market assessment	7
a) General information	7
b) Recommended agenda => to be refined by the EPC+ partner before sending to the SPIN members	7
c) Questions to be answered	8
d) Please consider.....	Error! Bookmark not defined.
2 nd workshop: Business model development.....	Error! Bookmark not defined.
a) General information	Error! Bookmark not defined.
b) Recommended agenda => to be refined by the EPC+ partner before sending to the SPIN members	Error! Bookmark not defined.
c) Questions to be answered	Error! Bookmark not defined.
d) Please consider.....	Error! Bookmark not defined.
Annex: 1 st workshop	9
Invitation	9
Agenda.....	9
Pictures	Error! Bookmark not defined.
List of participants and signature	Error! Bookmark not defined.
Minutes in national language	Error! Bookmark not defined.
Annex: 2 nd workshop	Error! Bookmark not defined.
Invitation	Error! Bookmark not defined.
Agenda.....	Error! Bookmark not defined.
Pictures	Error! Bookmark not defined.
List of participants and signature	Error! Bookmark not defined.
Minutes in national language	Error! Bookmark not defined.

Introduction and process to be followed

The overall aims of the workshops are

- Explanation of the EPC+ project, SPINs and its overall idea.
- Establishment of a national SPIN.
- Carrying out a market assessment of potential cooperation fields => 1st workshop
- Development of your business model => 2nd workshop
- The organisation of your SPIN => 1st and 2nd workshop
 - Clarification of your role and the roles of the (potential) SPIN members;
 - Type of SPIN;
 - Tools;

1st Workshop: The market assessment of your potential cooperation fields...

- ... will be part of the first workshop.
- You will have to answer questions which are listed in the section “Questions to be answered”.
- See also: https://en.wikipedia.org/wiki/Porter_five_forces_analysis.

2nd Workshop: The Business Model development...

- ...will be part of the second workshop.
- We apply the “Business Model Canvas” (BMC) which helps you to understand your business model. You are going to “draw” your BM on a canvas, see Figure 1.

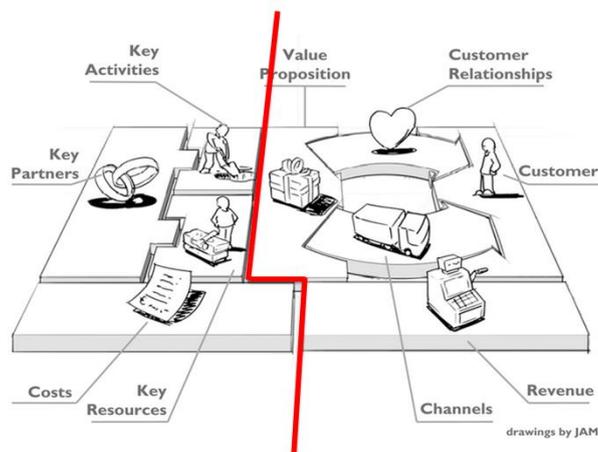


Figure 1: Business Model Canvas (Source: <http://www.zebtramc.com/tag/business-model-canvas/> with remarks by e7)

- The BMC comprises two sides – the right side and the left side.
 - The right side of the BMC answers questions what your customers are looking for, distribution channels and revenue streams. For simplification we call this side “**Value Proposition Canvas**” (VPC). See green and red circle of Figure 2.
 - The left side of the BMC deals with the organisation of the SPIN, costs and key resources and deals with e.g. the SPIN collaboration contract. For simplification we call this side “**CYNEFIN approach**” (as Erik has told us).
 - Completion of both sides of the BMC represents your business model.

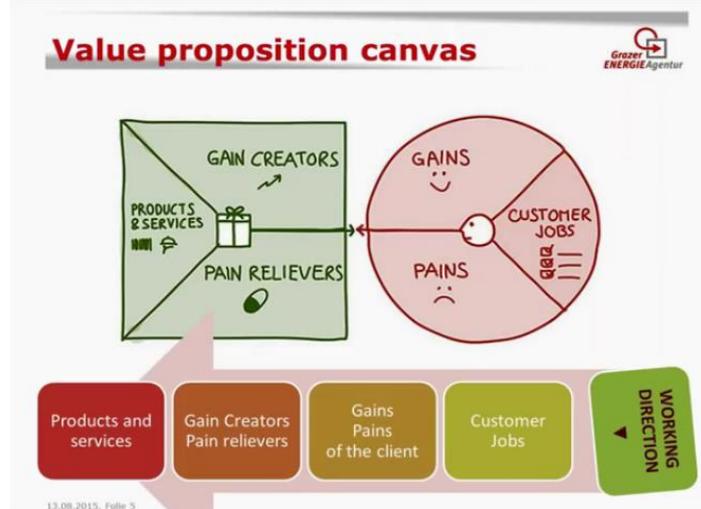


Figure 2: Value Proposition Canvas (GEA; <https://www.youtube.com/watch?v=pqM4ZSVrlg0&feature=youtu.be>)

For your preparation of the workshops

- 1st Workshop: Carry out a market assessment in advance internally and try to answer the questions listed below. The answers should provide sufficient input the complete a SWOT analysis.
- 2nd Workshop:
 - Please check the video of Reinhard on google drive or here <https://www.youtube.com/watch?v=pqM4ZSVrlg0&feature=youtu.be>.
 - Please apply / think through the BMC prior the your workshops with your internal team <http://www.zegramc.com/tag/business-model-canvas/>
 - Draw or print the BMC on A0 (Flip Chart) and insert your comments with post-its (Figure 3).

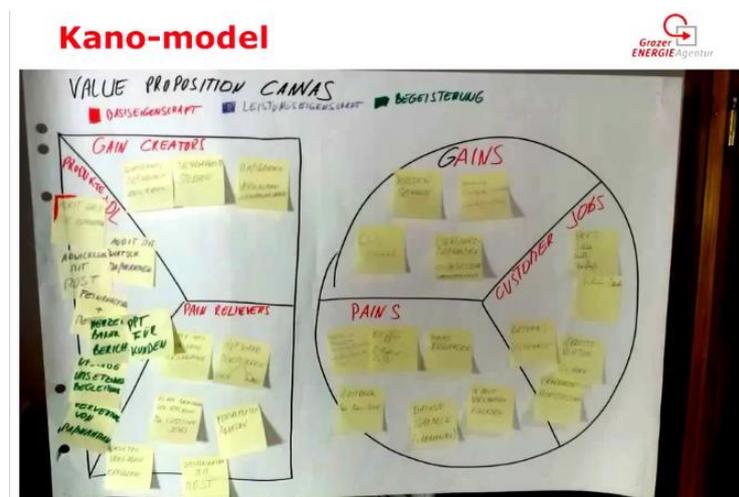


Figure 3: Flip Chart (GEA; <https://www.youtube.com/watch?v=pqM4ZSVrlg0&feature=youtu.be>).

1st workshop: About the EPC+ project and market assessment

a) General information

Title of the event: About the EPC+ project and market assessment

Organized by: Tipperary Energy Agency

Date: 23rd September 2015

Duration: 09:00 – 13:00

Location: Anner Hotel Thurles

Invited SPIN Partners:

b) Recommended agenda => to be refined by the EPC+ partner before sending to the SPIN members

(see agenda and invitation letter)

c) Questions to be answered **Assessment of your potential cooperation fields**

- All Spin members recounted seeing significant opportunities for energy saving in services that they did not provide. They can clearly see that there are significant opportunities to ensure collaborating organisations providing services to address a market need (pain).
- All providers are offering some form of finance or Performance based payment. However it was clear that there was a lot of variation in terms of the offerings from the service providers, with a clear sense from many of them that they were not offering third party verified or robust EPC type performance based concepts.
 - It was however clear that there was quite a deep and detailed understanding of the competence of the companies of EPC and some of their offerings were nearer EPC than they thought.
 - The workshop was quite useful for each of the participants to see what was happening in the market place and an element of capacity building was completed.
- An assessment was completed with regard to the potential customers and the relative influence
 - The group felt that there would be a few EPC projects from PS sources.
 - The hotels and industry sectors are likely to offer most potential.

From the outcomes of the questions above, please make a SWOT analysis:

<p>Strengths</p> <ul style="list-style-type: none"> ▪ Some level of EPC are happening. ▪ Competence developing in the market place also 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Contractors/ suppliers will still favour doing work, without need for bringing expensive finance. ▪ Little appreciation in the market, hard sell
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Economic recovery will increase investment 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Poor public sector tendering harming market (excessively high turnover requirements, resulting in one high margin bidder).

Agenda

Annex: 1st workshop

Invitation

08/09/15

Reference: Energy Performance Contracting

Dear XXXXX,

EPC+ is an EU funded project about Energy Performance Contracting, the aim of which is to increase the EPC market across Europe. During the proposal stage you were contacted by TEA to see if you would be interested in participating, and you signed a Letter of Support for this project.

Tipperary Energy Agency is now forming a network of SME's in the energy services sector to help provide energy performance contracts. The network, or *SME Partnerships for Innovative Energy Services (SPIN)* will be trained in how to deal with EPC contracts and how to work as a consortium to answer tenders and implement projects successfully – the project will also produce model contracts and financing structures for the SPIN to use, which will reduce costs and make more projects viable to SME's in the energy services sector.

Please find enclosed the introductory leaflet for this project. This will direct you to the project website where you can find more information over the next few years in relation to training, model forms and a working forum group that will be established.

The first introductory workshop for this project will be held on **Wednesday 23rd September** in Thurles (Venue to be confirmed), from 10am – 1pm, followed by lunch. The aim of this workshop is to discuss the current EPC market in Ireland and outline the project involvement. There is no charge to attend this workshop.

As an SME who provided a Letter of Support for this project, we hope that you still wish to participate in this project. If you wish to attend the workshop please confirm by email as soon as possible: ooshaughnessy@tea.ie.

Thanks

Alexandra Hamilton

Energy Engineer