

## Questions and Answers from 1<sup>st</sup> SPEEDIER Experts and Trainers Event

### Questions from Day 1:

<b>How many SMEs were questioned? (In relation to the survey results presented)</b>	84 SMEs and 91 energy experts were surveyed by the SPEEDIER project. Although this is a small sample, we are working closely with other 'sister' projects (SMEmpower Efficiency, Innoveas, E2DRIVER) that are also being funded by Horizon 2020 to increase uptake of energy efficiency measures in SMEs. They all carried out similar surveys asking the same questions and their results are comparable to ours.
<b>What is the definition of an SME?</b>	We are using the definition of an SME used by the European Commission i.e. an organisation with fewer than 250 employees and an annual turnover of less than €50 million.
<b>How can you identify the relevant for energy use SMEs out of the total number of SMEs?</b>	I think this question relates to the point raised about there being hundreds of thousands of SMEs in the world which collectively account for around 13% of global energy consumption. The challenges related to reducing this consumption when it is distributed so widely among so many businesses are massive. So it is important to target the approach and identify those SMEs that can have the biggest impact. For large SMEs the SPEEDIER Service takes a staged approach which allows the energy expert to carry out a short opportunities assessment before continuing to a more detailed study and programme of assistance. This allows the expert to assess the level of opportunity that exists before committing to a longer term service arrangement. In this way you can screen SMEs, and target the longer term services to those with higher energy consumption. For micro SMEs, who often rent space in a larger building, we recommend engaging with the building owner if possible to work with clusters of SMEs and agree a way of sharing the benefits between landlord, tenant and expert.
<b>Please could you send on the papers you mentioned about the science of decision making?</b>	<p>During the first session of Day 1 we talked about the difference between logical and emotional decision making and some of you requested more details on papers and articles about the subject. There are many, but the ones below will give you a good summary of some of the concepts we are trying to use to change the approach to selling an energy audit.</p> <ul style="list-style-type: none"> <li>• This is a useful article that gives a summary of some of the concepts described on emotional vs logical decision making in</li> </ul>

	<p>Session 1 of the training. <a href="https://bigthink.com/experts-corner/decisions-are-emotional-not-logical-the-neuroscience-behind-decision-making">https://bigthink.com/experts-corner/decisions-are-emotional-not-logical-the-neuroscience-behind-decision-making</a></p> <ul style="list-style-type: none"> <li>• This article describes how emotion is often used in marketing <a href="https://www.mycustomer.com/marketing/strategy/how-research-proves-emotion-is-more-powerful-than-logic-in-marketing">https://www.mycustomer.com/marketing/strategy/how-research-proves-emotion-is-more-powerful-than-logic-in-marketing</a></li> <li>• Here is a summary article about the role of emotion in decision making for business-to-business (B2B) customers <a href="https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/promotion-emotion-b2b/">https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/promotion-emotion-b2b/</a> or you can read the full white paper here if you'd like more detail <a href="https://www.cebglobal.com/content/dam/cebglobal/us/EN/best-practices-decision-support/marketing-communications/pdfs/promotion-emotion-whitepaper-full.pdf">https://www.cebglobal.com/content/dam/cebglobal/us/EN/best-practices-decision-support/marketing-communications/pdfs/promotion-emotion-whitepaper-full.pdf</a></li> <li>• If you're looking for more detailed information I recommend the book "Start with Why" by Simon Sinek.</li> <li>• Another interesting concept is described in this video about influence and the principles of persuasion <a href="https://www.influenceatwork.com/principles-of-persuasion/">https://www.influenceatwork.com/principles-of-persuasion/</a> and if you like that and want more detail then I recommend the book "Influence: The Psychology of Persuasion" by Robert Cialdini.</li> </ul>
<p><b>Are there additional differences between SPEEDIER and an Energy Performance Contract besides the savings guarantee?</b></p>	<p>The concept behind SPEEDIER is indeed very similar to an Energy Performance (EPC) contract. In both cases the 'expert' identifies a package of measures, creates an ongoing relationship with the SME, assists the client to implement the measures, and measures and verifies the savings. In the case of an EPC, the expert must also provide a performance guarantee (i.e. penalties are applied if it can be shown that the client does not achieve energy/cost savings predicted by the expert) but this is not the case for SPEEDIER. Another difference is that usually the EPC implements all the proposed energy conservation measures at the same time – this requires a huge capital outlay at the outset of the project. With SPEEDIER, the expert takes a staged approach to implementation, first implementing the no- and low-cost measures, then moving to mid-cost and high cost measures in a continuous cycle of saving, ring fencing and re-investing. This means that either the SME or the expert can walk away at the end of any intermediate stage. Also the SPEEDIER Expert and the client have a choice about how to structure the payments at each level and there is flexibility, depending on the attitude of each</p>

	party to risk, to agree the level of remuneration that is based on shared savings.
<b>Can the presentation be sent on please?</b>	Yes, you can download the presentations and listen to the recording of the event via this page on our website <a href="https://speedierproject.eu/training/">https://speedierproject.eu/training/</a>
<b>Are SMEs more interested in soft or hard benefits?</b>	The hard benefits (cost savings etc.) and a strong business case are a must for any business. No business will choose to invest in anything that isn't supported by a strong business case. But a strong business case and clear hard benefits are often not enough to persuade the SME to make a positive decision to invest in energy efficiency. Showing that there are additional 'soft' benefits, (improved working environment, stronger brand image etc.) that align with their strategic business objectives will help SMEs to decide in favour of investment at an emotional level (see session 1 for details on emotional vs logical decision making). Indeed, opening the conversation with these soft benefits first, rather than hard benefits, will appeal to the emotional decision making process that was discussed in Session 1. Then following up with the hard benefits and strong business case will appeal to the logical decision making process, and will reinforce the original emotional decision.
<b>Is M&amp;V part of SPEEDIER's Scope?</b>	This is to be agreed between SPEEDIER Expert and SME. If the shared saving approach is being used, where the SPEEDIER Expert's remuneration is linked to the level of savings achieved, then a method of measuring and verifying the savings will be needed and this should be agreed between Expert and SME before implementation. The SME may wish to use a third party to independently verify savings. If the SPEEDIER Expert is acting as an advisor to the SME, then they could undertake the M&V process as part of the service they offer to the SME. For example, an SME upgrades their lighting system and wants the SPEEDIER Expert to verify that the new system has saved the amount of energy/money that the supplier originally claimed in the quotation. SME pays for the time of the SPEEDIER Expert at an agreed rate, possibly from the savings that are ring fenced from the new lighting system.
<b>Could you elaborate a bit more on Progress Monitoring please?</b>	We talked about progress monitoring in the context of developing an energy culture and persuading people to change their behaviour. The idea here is that showing people how much progress they have made over time motivates them to continue to make improvements because they can see the impact that their actions are having. It encourages them to keep going and even in some cases to try harder to achieve more if progress

	stalls. The metrics can be any that are appropriate for the SME. For example, it could be weekly total energy consumption, or a weekly count of number of appliances/computers left on at night.
<b>Does the Energy Champion have to have energy management experience?</b>	Not necessarily. The Energy Champion really acts as a facilitator for the SPEEDIER Expert. They gather information, and pass it on to the Expert who does the analysis and makes recommendation. The SPEEDIER Champion should also be senior enough to be able to put the ideas of the Expert in front of Senior Management/Decision Makers whilst also being able to liaise with other staff members in the SME.
<b>What are the revenue streams for the SPEEDIER Service?</b>	Currently, the SPEEDIER Project is fully funded by the European Union's research and innovation programme under grant agreement number 847034, so the project partners do not take any revenue from the SMEs, SPEEDIER Experts or SPEEDIER Trainers that take part in the programme. We are currently working on our sustainability strategy to determine how the support for the SPEEDIER Service can be maintained beyond the end of the project.
<b>Is the SPEEDIER Service more appropriate for Medium-sized or Small-sized companies</b>	The SPEEDIER Service can be tailored to the needs of any SME, however it is true that for very small businesses with small energy bills, the achievable savings might not outweigh the cost of the Expert's time to make the initial assessment. In these cases, we would suggest trying to cluster SMEs together and identifying common approaches to energy saving. For example, work with several SMEs on the same business park to identify common energy saving measures and split the cost of the Experts time between all the businesses. In Spain we are testing this approach with up to 35 SMEs that rent office space in the same building – we are working with the landlord to agree a common approach that works for all parties.
<b>Is the SPEEDIER App available in the App store yet?</b>	Not yet. We are in the final stages of testing and will let you know when it is available for download on Apple and Android Devices.
<b>How will the services provided by the SPEEDIER Expert be priced?</b>	There is no set pricing structure as each market is different and energy experts know their own market best, so they should set the price accordingly. The service price is to be agreed between Expert and SME depending on what is considered appropriate for the market, type/size of business, amount of work involved etc.
<b>No-cost ECMs actually cost the Expert's time. How is this question addressed?</b>	Yes, implementation of no-cost measures actually do cost someone's time. If the SME asks the SPEEDIER Expert to assist them to implement no-cost measures (e.g. SPEEDIER Expert liaises with energy suppliers to achieve a better deal, or changes HVAC controls to reduce energy consumption), then remuneration can either be via a traditional

	approach where the SME pays a fixed fee for the time of the Expert, or via the shared savings approach where the Expert receives an agreed percentage of any financial savings achieved by their actions. The ring-fencing mechanism ensures that the SME does not need to find additional capital for this as the Expert's fee should be covered by the savings achieved.
<b>How much on average would you take from the first ring-fence of savings to the second stage.</b>	This is a difficult question to answer because it depends on the level of savings identified in the first round and the SME's appetite to invest in further measures. The short answer is "as much as possible", because this leads to implementation of more measures at no additional cost to the SME. In reality, the Expert and SME will negotiate and come to an agreement on what proportion of savings the SME would like to ring-fence. An SME that is really struggling with cash flow may choose a very small amount because they need the cash to run their business. An SME that has some reserves may be more willing to ring-fence a larger amount.
<b>What is the approach if there is no 15-minute or 30-minute data available for the site? Do you install a metering system?</b>	If there is no smart meter data, it is useful to install a metering system to establish a baseline and assist with measuring and verifying savings. This could be a temporary installation for a few weeks and the cost of doing so would need to be factored in to any savings
<b>Are the savings presented annual figures?</b>	Yes the savings presented in the slides for Session 2 are annual figures.
<b>Shared savings should be for what period of time, based on your experience?</b>	It's a very difficult question to answer as it depends on the measures identified for each business, the level of savings that are achievable and the agreement between SME and SPEEDIER Expert on how the savings should be split between them. For example, if the Expert and SME agree to split the savings 50/50, the Expert may choose a longer contract duration compared to the case where the savings are split 80/20 in favour of the Expert.
<b>Can SPEEDIER Experts be non-European Nationals? If so how will that contract work for them?</b>	The SPEEDIER Service can be applied anywhere. As a SPEEDIER Expert your contract is directly with the SME. The SPEEDIER project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 847034.
<b>Does this method support remote working of consultants/experts?</b>	Yes, we have been working remotely with some SMEs, carrying out desktop assessments of energy usage by examining data from bills and smart meters. We have also asked the SPEEDIER Champion to send us photos or videos showing their work place so that we can make an assessment of the type of energy efficiency measures that might be suitable in areas where we have been unable to visit SMEs due to local lockdowns and travel restrictions. Of course this means that the SPEEDIER Champion

	has more work to do in collecting data on behalf of the SPEEDIER Expert. Also it's likely that this method will miss some opportunities compared to actually carrying out a survey on site because the Expert will have less information available to them and is relying on the SPEEDIER Champion to gather the right data in sufficient quantities.
<b>Is there a step-by-step guide with test data to use with the tool please?</b>	We are working on a user guide and will make it available for download on our website as soon as possible.

#### Questions from Day 2:

<b>Do you plan to implement other European climate zones?</b>	At present climate zones of SPEEDIER pilot countries (Ireland, Italy, Spain and Romania) are implemented. We don't plan to implement the other European climate zones within the duration of the SPEEDIER project because that is outside of the project scope. However, we are in the process of developing a sustainability plan which looks at how the SPEEDIER Service can be developed and supported beyond the end of the project, and developments to the tool for Experts are included in this plan.
<b>Where does the annual heating/cooling hours data come from?</b>	Climate data for the pilot countries are from various weather stations installed across the counties. The Spanish data is from Spanish building regulations, the Technical Building Code CTE; the Irish data is from ASHRAE Climatic Design Conditions, the Romanian data is from the Government's climatic legislative portal defining building energy efficiency parameters and the Italian data is from Istituto Nazionale di Statistica (Istat) and Official Gazette of Italy.
<b>Why do you need the Interest rate of a loan?</b>	The interest rate is required to calculate the economical return on investment for the project in the case where a bank loan (or other type of finance) is taken and needs to be repaid. The interest rate is required to account for the cost of taking out a loan in the payback period and return on investment calculations.
<b>What is the efficiency of HVAC systems in %?</b>	HVAC efficiency is the ratio of useful heating or cooling output to the total energy input in kWh. So for example, a gas boiler with a 70% efficiency will deliver 70 kWh of useful heat for every 100 kWh of natural gas it burns.
<b>Could you please define economical return?</b>	Economical return (also known more commonly as Net Present Value) is the money made or lost on an investment over some time period, taking into consideration the time-value of money. In the SPEEDIER tool, the useful life of each measure has been set to 15 years, so the economic return shows the net present value after



	<p>15 years, based on the “interest rate” (also known commonly known as “discount rate”) specified by the user on the Economic Data page.</p> <p>The formula used by the tool is:</p> <p>Economical return = ((energy saving * country fuel price) * table value (according to interest rate)) - Cost of measure</p> <p>“Table value” in this formula refers to a value taken from a reference table to account for the discount rate over 15 years. The tool uses the “interest rate” specified by the user to look up the correct multiplier in the reference table to calculate Economic return (Net Present Value) over 15 years.</p>
<b>Very Informative and well describe presentation, but I hope there will be more training provided in coming time.</b>	Thank you! Yes, as part of the SPEEDIER project we will be delivering a second round of training for SPEEDIER Experts and SPEEDIER Trainers in 2021. We will contact all those who attended this training session to invite them to all future events.
<b>Will it be necessary to use the tool or will it be acceptable for the expert to use his own calculation methods.</b>	It is not necessary for SPEEDIER Experts to use the tool. SPEEDIER Experts can use their own calculation methods if they wish. The list of energy conservation measures in the tool is ranked according to cost category in order to assist the SPEEDIER Experts to categorise their recommendations for SMEs more easily, and many of the parameters can be edited to suit your needs.
<b>Will there be a support service?</b>	Yes, for the duration of the SPEEDIER project (until end November 2021), support will be provided to SPEEDIER Experts and SPEEDIER Trainers by the project partners. We are currently building our sustainability plan to ensure that we can continue to provide support beyond the end of the project.
<b>When Speedier tools will be available on Play Store?</b>	<p>We have developed two tools:</p> <ul style="list-style-type: none"> <li>• SPEEDIER Tool for Experts is a web-based tool can be accessed through any web browser so it is not intended for the Play/App Store.</li> <li>• The SPEEDIER mobile app (for SME staff) is currently going through its final phase of testing with selected SMEs and will be available on the App/Play Store once this is complete (likely to be Q2 of 2021).</li> </ul>

<b>What are the prospects or what actually a Business Model for Energy Professional from outside Europe, or what is the future of Speedier tool?</b>	SPEEDIER's main focus is SMEs in Europe because our funding comes from the European Union. We are unlikely to be able to make any referrals of SMEs to SPEEDIER Experts located outside of Europe simply because we are not targeting SMEs outside of Europe. However, there is no reason why an interested energy expert could not apply the principles described here with their own clients in their own country.
<b>Can I use this tool in Pakistani SMEs to promote Energy Efficiency Business of Speedier?</b>	At present the SPEEDIER tool is designed to be used within SPEEDIER pilot countries (Ireland, Spain, Italy and Romania) and only and climate data of these four countries are integrated in the tool. However, one can use the tool by entering their country's climate information.
<b>Interest Rate is actually a Discount Rate, right?</b>	Yes, in this case the interest rate is the same as the discount rate used in calculations for net present value.
<b>Economic Return means Net Present Value?</b>	<p>Economical return (also known more commonly as Net Present Value) is the money made or lost on an investment over some time period, taking into consideration the time-value of money. In the SPEEDIER tool, the useful life of each measure has been set to 15 years, so the economic return shows the net present value after 15 years, based on the "interest rate" (also known commonly known as "discount rate") specified by the user on the Economic Data page.</p> <p>The formula used by the tool is:</p> $\text{Economical return} = ((\text{energy saving} * \text{country fuel price}) * \text{table value (according to interest rate)}) - \text{Cost of measure}$ <p>"Table value" in this formula refers to a value taken from a reference table to account for the discount rate over 15 years. The tool uses the "interest rate" specified by the user to look up the correct multiplier in the reference table to calculate Economic return (Net Present Value) over 15 years.</p>
<b>Do users receive feedback/notification when the admin changes the status of a suggestion, i.e.: from "Open" to "In progress"?</b>	No, at present users do not receive notification for changed status of feedback/notification by admin, but we will consider incorporating this feature as enhancement in the next version.



<b>How will staff take to getting desktop/screen shutdown messages on their personal phones?</b>	Desktop/Screen shutdown notification was an example of a custom notification, that can be sent by the Administrator of the app (usually the SPEEDIER Expert or SPEEDIER Champion). Of course, it is up to the SPEEDIER Expert/Champion which notifications they consider as suitable for their employees. In a similar way to most other mobile apps, the user can also choose to turn notifications on or off as per their preference.
<b>What's next for the app in terms of launch and testing?</b>	The initial web-based version of the app (i.e. accessible through a browser) is ready and is currently being tested. This is the version that was demonstrated during the workshop. At present we are looking for SPEEDIER Experts and SMEs to test the initial web app. When we are happy with this web version we will replicate it as an Apple and Android app for use on mobile phones and after successful testing of the mobile version of the app, it will be launched in Android Play Store and iOS App Store.
<b>Is there any plans to integrate to modelling software such as iSbem (Ireland)</b>	At present as part of SPEEDIER project, the SPEEDIER app will only be integrated with the SPEEDIER Tool for Experts so that some data can be imported into the app from the tool. Integration with modelling software like iSbem would be fantastic but is outside the scope and budget of this project.
<b>How will the use of SPEEDIER be distributed to reach SMEs?</b>	At present SPEEDIER consortium are contacting SMEs within their own extensive networks to meet the targets specified in the project proposal. During the project we will train and work with a number of SPEEDIER Trainers and SPEEDIER Experts across the European Member States who will be able to deliver the SPEEDIER Service with their own clients. We are developing a sustainability plan to determine how this can be sustained beyond the end of the project. It is hoped that SPEEDIER Trainers will go on to train more SPEEDIER Experts to further extend the reach of the project. We distribute information via our website, social media accounts and newsletter, and our project partners liaise with SME networks around Europe to attract more interest and often speak at events to spread the word about SPEEDIER even further.
<b>Can the data entry be automated in the SPEEDIER app so that the administrator can save time by updating the information?</b>	The SPEEDIER app will import data from the SPEEDIER Tool to avoid duplication of work for the administrator. This includes things like energy consumption, energy cost, building energy information, list of equipment and probable energy conservation measures. The administrator has option to further edit/delete or add some piece of information.
<b>Can Speedier Expert work Remotely?</b>	Yes, because of the travel restrictions and lockdowns imposed in many regions as a result of the COVID-19 pandemic, the SPEEDIER team is mainly working with SMEs remotely at present. We are carrying out desktop energy assessments with the help

	of a SPEEDIER Champion within SMEs. The SPEEDIER Champion shares the required information, (which can include photos of equipment or the work place), with the SPEEDIER Expert by email, phone call, video call.
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