



How to connect to frontrunners and encourage supply-chain collaboration by **Business Collaboration Events**

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1. Objectives of BCEs

counter the fragmentation of market players



- Potential starting point for a long term **B2B networking** initiative
- **Encourage collaboration** along the supply-chain (frontrunners)
- Pave the way for the uptake of **new business models**
- 2 BCEs in each participating country
- Introduction of the Business Model Canvas **methodology**
- **Follow-up** workshops with potential collaboration initiatives



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2. Format of BCEs challenge to attract frontrunners



- **Half day** (plus) events in order
 - To allow for short time availability
 - Increase the number of participants (especially SMEs)
- **Pre-registration** via web-based networking platform

Business Collaboration Events

Visit the individual event pages for further information

	City	Date	More Information
Belgium	Brussels	12 Sep 2014	Flyer NL Flyer FR
Belgium	Antwerp	14 Jan 2015	Flyer
The Netherlands	The Hague	14 Oct 2014	Flyer
The Netherlands	Arnhem	8 Oct 2014	Flyer
Austria	Vienna	19 Sep 2014	Flyer
Austria	Graz	8 Oct 2014	Flyer
Germany	Erfurt	28 Oct 2014	Flyer
Germany	Naumburg	6 Nov 2014	Flyer
Norway	Trondheim	2 Oct 2014	Flyer
Norway	Drammen	23 Sep 2014	Flyer

ORGANISERS

dena, SINTEF, segel, TU Delft, vito, BPIE

DETAILS

Language: Local Language
Venue: Collaboration Events

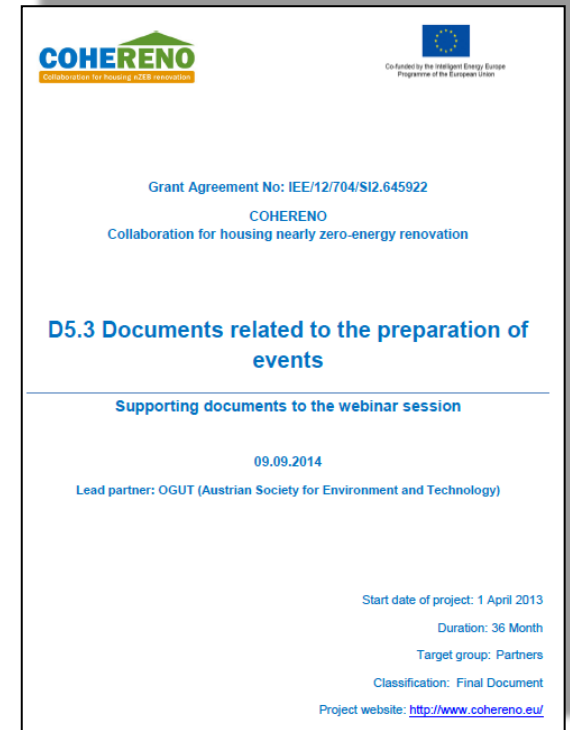
NETWORKING PROFILES

Austria	61
Belgium	133
Denmark	1
Germany	8
Hungary	1
Italy	3
Luxembourg	1
Netherlands	86
Norway	63
Romania	1
United Kingdom	1
Total	359

October 15 2015 Brussels

3. Preparation of BCEs briefing materials and guidelines

- **Action plans** and **analysis** of framework conditions (mapping of actors)
- **Briefing documents** for optimal preparation for moderators
- **Webinar** to train moderators
- **Guidelines** for the implementation of the BCE concept

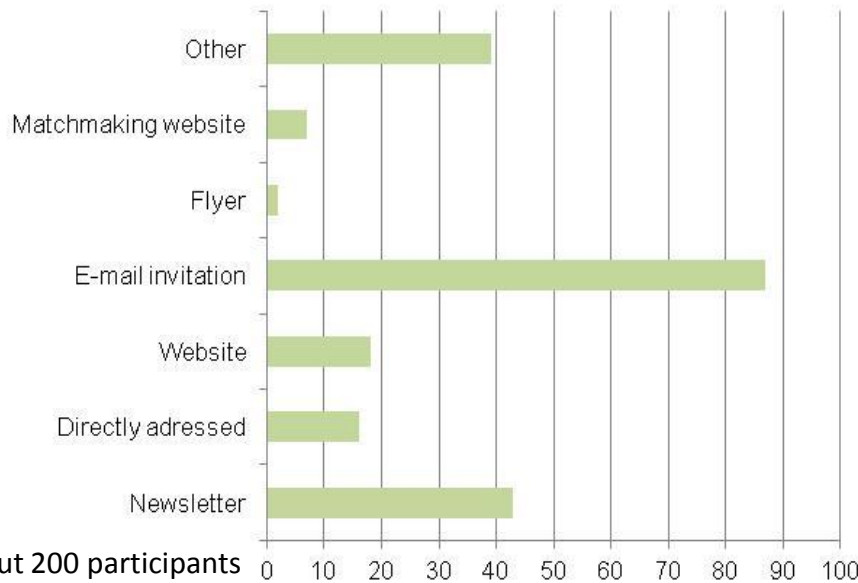


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4. Implementation of BCEs good starting point

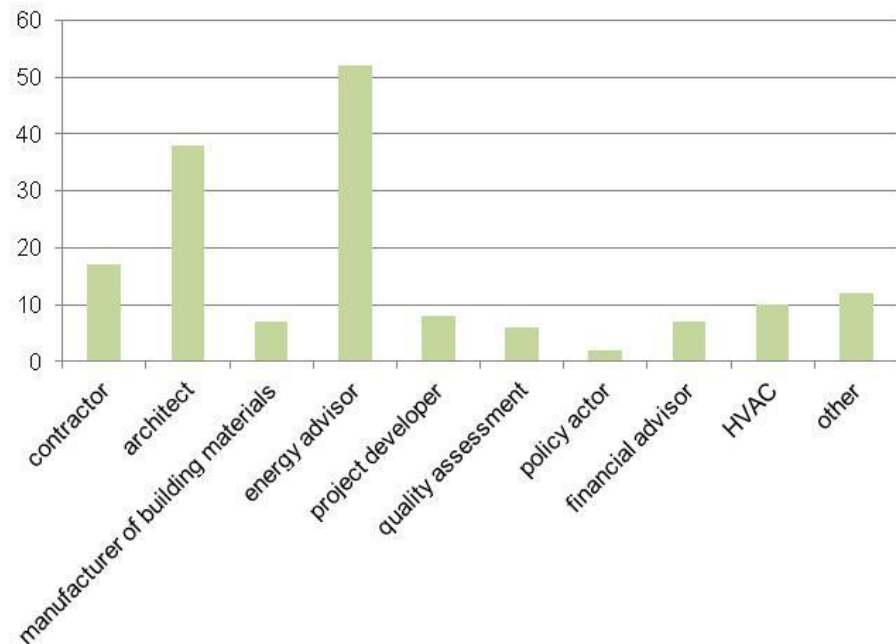


5. Evaluation of BCEs channels and participating actors



Diagnosis and planning: energy advisors and architects (in AT, DE) + **Executing:** contractors (in BE)

Financial advisors (!): presenters, hosts or participants



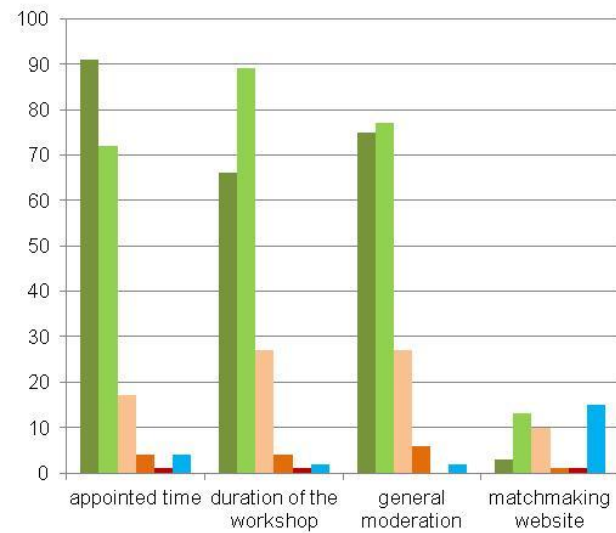
Direct Mails (41%), Newsletters (20%), Building Fairs

Flyers (1%), Matchmaking Website (3%) -> Language barrier? Not target-oriented? Scope of the platform?

Co-organizing networking partners/ associations?

5. Evaluation of BCEs

organisation from the participants perspective



Time: OK, “arrange within working hours”

Duration: OK (half-day plus and full day) “time efficient seminar”

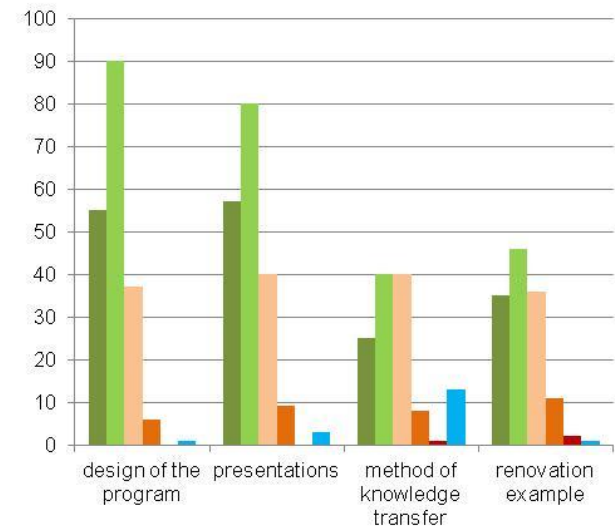
Matchmaking Website: Organisation of the registration process should be improved.

Presentations: Pitches could have been shorter

Method: Interdisciplinary group work appreciated, “good starting point”, more active networking of tables

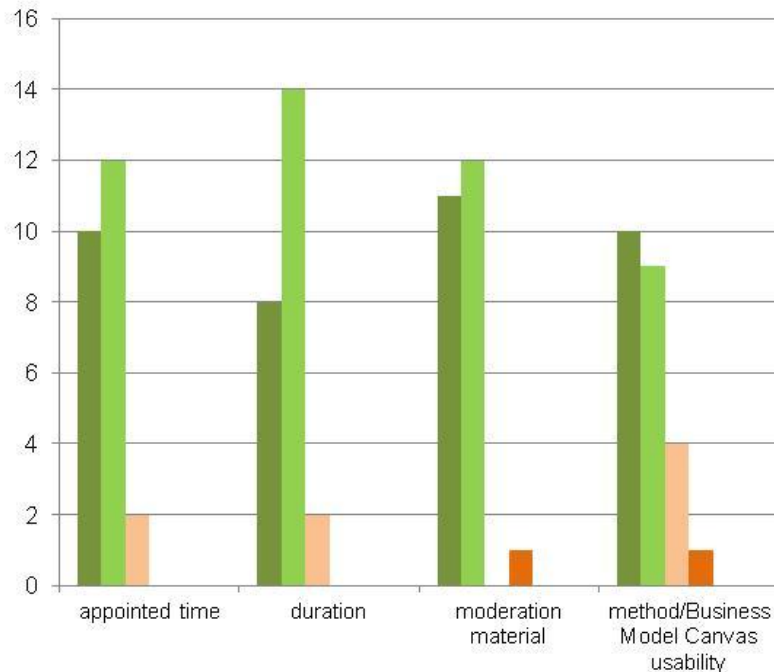
Business Model Canvas: Not easy to think beyond existing ways of collaboration; model found as for new companies or start-ups not for people with a lot of work experience

Renovation Example: Different approaches (e.g. pitch presentation, block 1 of BMC, no example at all)



5. Evaluation of BCEs

organisation from the moderators perspective



Time: mostly satisfied

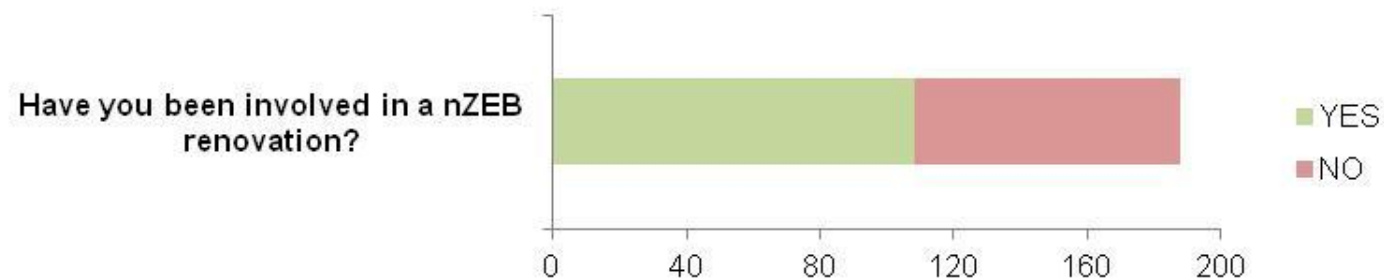
Duration: mostly ok, could be shortened (NO) in order to maintain interest and engagement

Method BMC: difficult to explain in such a short time and keep attention high, more time for explanation and summary(!) required

- Introduction ore fully developed model?
- Prefilled model (or blocks)?



5. Evaluation of BCEs actors experience in nZEB renovation



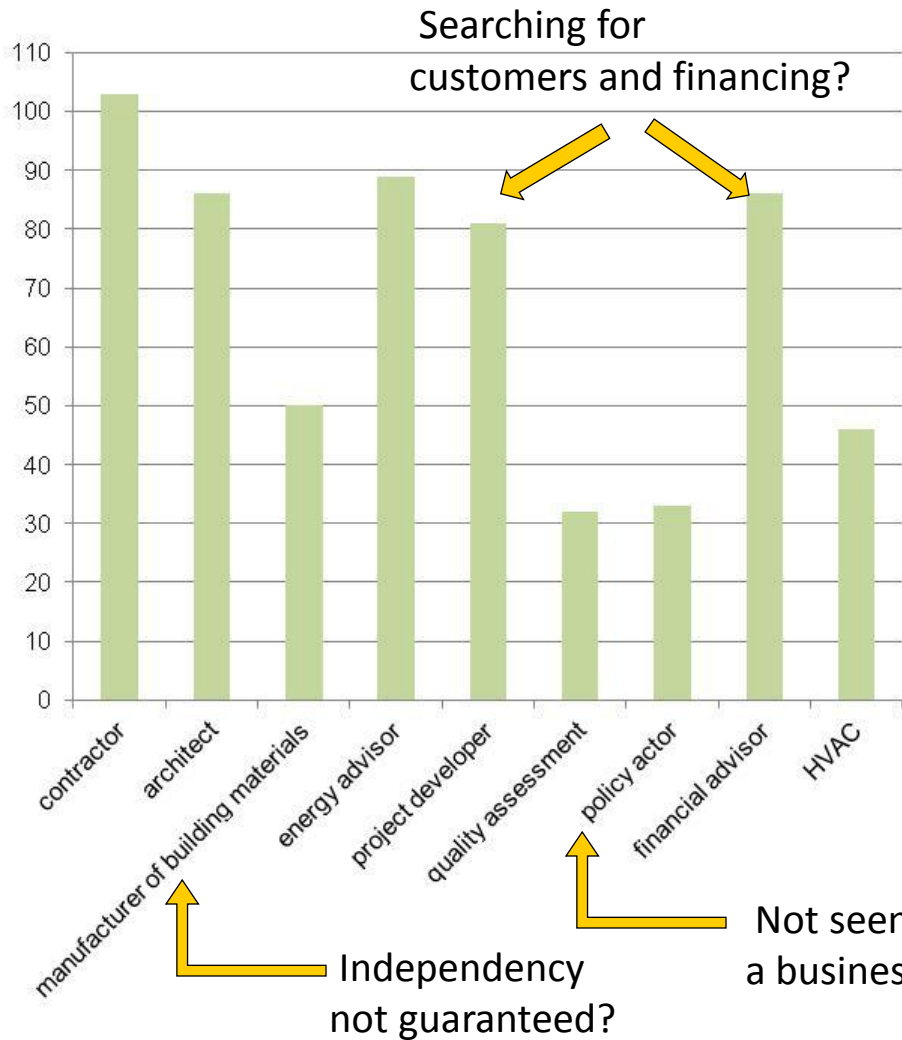
56% of all respondents do have some experiences in nZEB renovation

- in Norway (about 85%)
- in Austria (77%)
- in the Netherlands (about 66%)
- in Belgium 50%
- in Germany (nearly the half)



5. Evaluation of BCEs

potential collaboration partners



EXECUTION: contractors

PLANNING AND DIAGNOSIS: energy advisors and architects

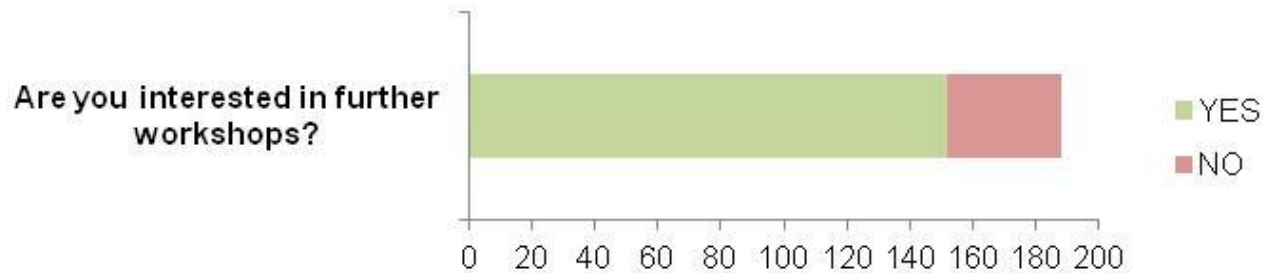
FINANCIAL ACTORS: interestingly high?

QUALITY ASSESSMENT: interestingly low?
Expected too expensive for SHF Renovation?



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6. Conclusions and lessons learned actors experience in nZEB renovation



80% of all respondents are interested in further workshops (about same level in all countries)

Lessons learned:

- A careful and early preparation is required (esp. Business Model Canvas training)
- Clear communication of aim and scope of BCE needed
- Lower entry barriers for creating a profile on collaboration platform (matchmaking website)
- More target-oriented advertising activities needed, although the main target group (frontrunners) may be small in countries
- Provide more time and space for bilateral networking
- Method of Business Model Canvas was appreciated (structuring ideas and developing concrete business plans)





Thank you.

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