

# MKB [SME] Green Deal



**Lucinda Maclagan**  
CA EED Coordinator  
NL Agency, the Netherlands



Green Deal approach

MKB (Small and Medium Sized business) Green Deal

MKB Green Deal projects

Results

*“Energy efficiency is essential and is the first post that needs to be reached in achieving sustainable energy supply. Energy efficiency contributes to environmental targets, lower energy bills, it strengthens the competitiveness of Dutch businesses and boosts jobs” Energieakkoord, September 2013*

# Green Deal approach



- Green Deal supports initiatives making progress towards a sustainable economy by identifying and solving barriers and by generating awareness for the potential of energy efficiency
- Public role varies depending on the circumstances, examples of support are:
  - Providing access to capital markets
  - Reducing the administrative burden
  - Providing access to networks and expertise
- Green Deals generally have a time span of 2-3 years
- 10 categories:
  - Energy, food, water, raw materials, bio-diversity, transport, bio-based economy, climate and construction



- Falls under the category Energy - Wasted energy is estimated at costing SMEs approximately €300 m per annum
- Minor changes have the potential to generate large savings
- Participants in the “Deal”:
  - Ministry of Economic Affairs and MKB Nederland [SME – Netherlands], an umbrella association for SME intermediaries in the Netherlands
- Aim: to show SMEs that there is room for energy efficiency in their business and that there are plenty of opportunities to apply energy efficient and renewable energy technologies and increase the uptake of energy efficiency technologies
- Target(s):
  - Get 480 SMEs from different sectors to reduce their energy consumption by 20% in 18 months
  - Get 20 SMEs to generate their own energy (RES)

# Funding and organisation



- Ministry of Economic Affairs co-financing of approx. €2 m.
- Organisation and management:



# 21 Projects



Customised approach for the different groups taking into account a variety of factors including subject, number of participants and approach

Project examples from the SME Green Deal:

- Business parks – MKB Green Deal VPB Emmen

A network of local installers, suppliers and advisors have combined their efforts to identify ways to trigger the uptake of energy efficiency measures in the area. This has had a positive effect on business and saved energy

- Municipalities - MKB Green Deal MOED

Co-operation between municipal staff and independent entrepreneurs conducting QuickScans, in depth scans, followed up by advice on choice and implementation of measures the uptake of measures is facilitated

- 625 SMEs participate\*, together they have a potential to save the equivalent of the energy consumption of 2,000 households. The participating enterprises have a potential energy bill reduction of €1.5 m
  - Close to €1,000,000 co-financing achieved
  - Energy savings of 0.63 PJ
  - 2014 – 2015 -> 1PJ expectation
  - Further potential identified amongst SMEs
- 
- A much higher level of cooperation is achieved via a voluntary approach

\* Figures May 2013

# Thank you for your attention



CONCERTED ACTION  
ENERGY EFFICIENCY  
DIRECTIVE



**Lucinda Maclagan**

For more information see:

<http://www.mkb.nl/greendeal>

OR

Contact: Martin Kloet

Email: [kloet@vnoncw-mkb.nl](mailto:kloet@vnoncw-mkb.nl)

