



## FINAL CONFERENCE REPORT

June 2020



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## QualitEE Project

This document has been developed as part of the project titled “QualitEE – Quality Certification Frameworks for the Energy Efficiency Services” supported by the EU’s Horizon 2020 programme.

## Date

June 2020

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## Disclaimer

The QualitEE project receives funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 754017. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

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# 1 EXECUTIVE SUMMARY

- ✔ **Structure:** The QualitEE Project's final conference was held as an online event. There were three one-hour sessions at 10am CET over three days 17-19 June 2020 delivered via the platform GoToWebinar.
- ✔ **Concept:** The concept was to present the main results from the project; market research (session 1), quality assessment / finance / procurement toolkit & pilot projects (session 2), and quality assurance schemes (session 3). Each session had an 'ask the experts' Q&A section at the end to allow delegates to ask questions of partners that led the research in each country. Moderators prepared questions in advance to draw out interesting results from individual partner countries although there were several questions from attendees, so not all the prepared questions could be covered. A policy officer from the European Commission DG-ENER was invited to provide a keynote speech at the beginning of the conference to link Energy Efficiency Services, and the work of the project, to key EU policy initiatives such as the EU Green Deal and Renovation Wave. A representative of the Austrian ESCO association – DECA - was invited to speak in the final session to share experiences from a quality assurance scheme that has been in operation for over 2 years.
- ✔ **Registration & Attendance:**

Session	Registered*	Attended*
1 – 17 June 2020	145	71
2 – 18 June 2020	125	64
3 – 19 June 2020	123	59

\*Figures exclude ~20 QualitEE project partners and speakers involved in the events.

- ✔ **Feedback:**

"Thank you! Great webinar - looking forward to the next"

"Congrats for the good online event today. I thought the national testimonies were the most interesting."
- ✔ **Additional EUSEW side event:** It should also be noted that QualitEE also participated in the organisation and delivery of a EUSEW side event on 18. June 2020 at 12 CET titled "New business models to de-risk investments and kick start the EU building renovation wave", which was hosted by BuildUP and featured 7 Horizon 2020 projects and two major associations: REHVA & EFIEES. This was attended by over 120 participants.
- ✔ The following pages outline the agenda, presentations, recordings and marketing activities related to the final conference.

## 2 AGENDA

**Conference title:** Developing the market for high quality Energy Efficiency Services, a flexible delivery model ideal for rapid transition to net zero.

**Overview:** The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions. This series of online events explores the potential and shares outcomes from the QualitEE project, which has been researching and developing quality assurance schemes for Energy Efficiency Services across Europe.

### Session 1: The potential for Energy Efficiency Services in the journey to net zero

**Date & Time:** 17. June 2020 // 10.00 – 11.00 CET

**Outline & Agenda:** Explore the key role that Energy Efficiency Services can play in meeting EU carbon targets. Learn about the state of the market and opportunities to increase uptake from surveys and research across 15 European countries. Quiz experts that have a local knowledge of the individual markets.

Content	Time
Welcome	10:00
Keynote speech - the potential for Energy Efficiency Services in the journey to net zero <i>Speaker: Lelde Kiela-Vilumsone, DG ENER European Commission</i>	10:05
Q&A	10:15
What is the current state of the Energy Efficiency Services market across Europe and where are the opportunities to increase uptake? Results from market surveys in 15 European countries. <i>Speaker: Jana Szomolányiová, SEVEn, The Energy Efficiency Center, z.ú</i>	10:20
Ask the experts - what's the situation in individual countries? Q&A session where you can benefit from the local knowledge of market research leaders in each of the 15 European countries. <i>Moderator: Nick Keegan, EEVS Insight</i>	10:45
Close	11:00

## Session 2: Which tools do we need to galvanise demand in Energy Efficiency Services?

**Date & Time:** 18. June 2020 // 10.00 – 11.00 CET

**Outline & Agenda:** Learn about guidelines developed for procurement, technical and financial quality assessment. Hear about real world projects that have tested these tools. Quiz experts that worked closely with these projects, which span 11 European countries.

Content	Time
Welcome	10:00
Which tools do we need to galvanise demand; technical and financial quality assessment criteria <i>Speaker: Klemens Leutgöb, e7 Energy Innovation &amp; Engineering</i>	10:05
What can we learn from the application of tools in real-world projects? <i>Speaker: Agris Kamenders, Ekodoma</i>	10:25
Ask the experts - real-world projects across Europe. Q&A session where you can benefit from the local knowledge of experts working with a broad range of energy efficiency services projects in 11 European Countries. <i>Moderator: Agris Kamenders, Ekodoma</i>	10:45
Close	11:00

## Session 3: How can we build trust in Energy Efficiency Services?

**Date & Time:** 19. June 2020 // 10.00 – 11.00 CET

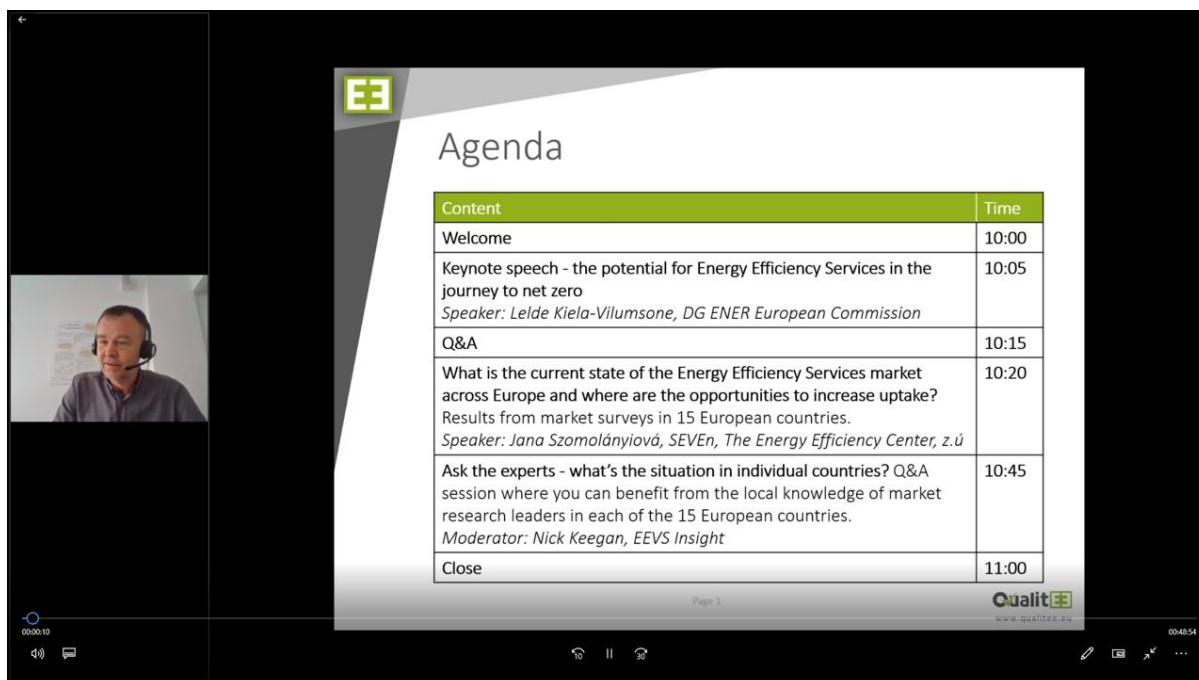
**Outline & Agenda:** Understand the challenges and success factors of establishing quality assurance schemes for Energy Efficiency Services. Discuss potential policy actions to increase uptake. Quiz local experts on the various approaches taken in 11 European countries.

Content	Time
Welcome	10:00
How can we build trust in Energy Efficiency Services? Experiences from the development of quality assurance schemes in various European countries. <i>Speaker: Rodrigo Morell, CREARA</i>	10:05
Challenges in securing uptake of quality assurance schemes and potential policy actions. Experiences from the DECA scheme in Austria. <i>Speaker: Monika Auer, DECA</i>	10:25
Ask the experts - quality assurance schemes developed across Europe. Q&A session where you can benefit from the knowledge of experts that have been developing business cases for quality assurance schemes for energy efficiency services in 11 European Countries. <i>Moderator: Rodrigo Morell, CREARA</i>	10:45
Close	11:00

### 3 PRESENTATIONS & RECORDINGS

Presentations and recordings are available at <https://qualitee.eu/publications/final-conference/>

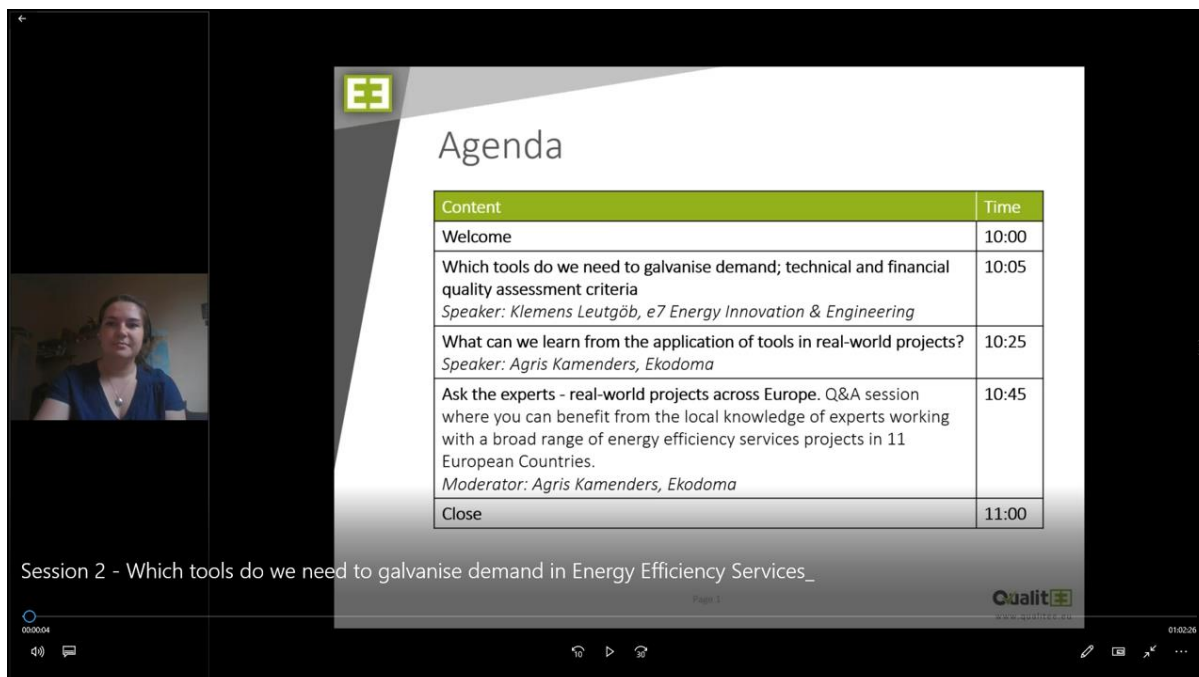
### 4 PHOTOS



The screenshot shows a video conference interface. On the left, a small video window displays a man wearing a headset. The main area shows a presentation slide titled 'Agenda' with the Qualitee logo in the top left corner. The slide contains a table with the following content:

Content	Time
Welcome	10:00
Keynote speech - the potential for Energy Efficiency Services in the journey to net zero <i>Speaker: Leide Kiela-Vilumsone, DG ENER European Commission</i>	10:05
Q&A	10:15
What is the current state of the Energy Efficiency Services market across Europe and where are the opportunities to increase uptake? Results from market surveys in 15 European countries. <i>Speaker: Jana Szomolányiová, SEVEN, The Energy Efficiency Center, z.ú</i>	10:20
Ask the experts - what's the situation in individual countries? Q&A session where you can benefit from the local knowledge of market research leaders in each of the 15 European countries. <i>Moderator: Nick Keegan, EEVS Insight</i>	10:45
Close	11:00

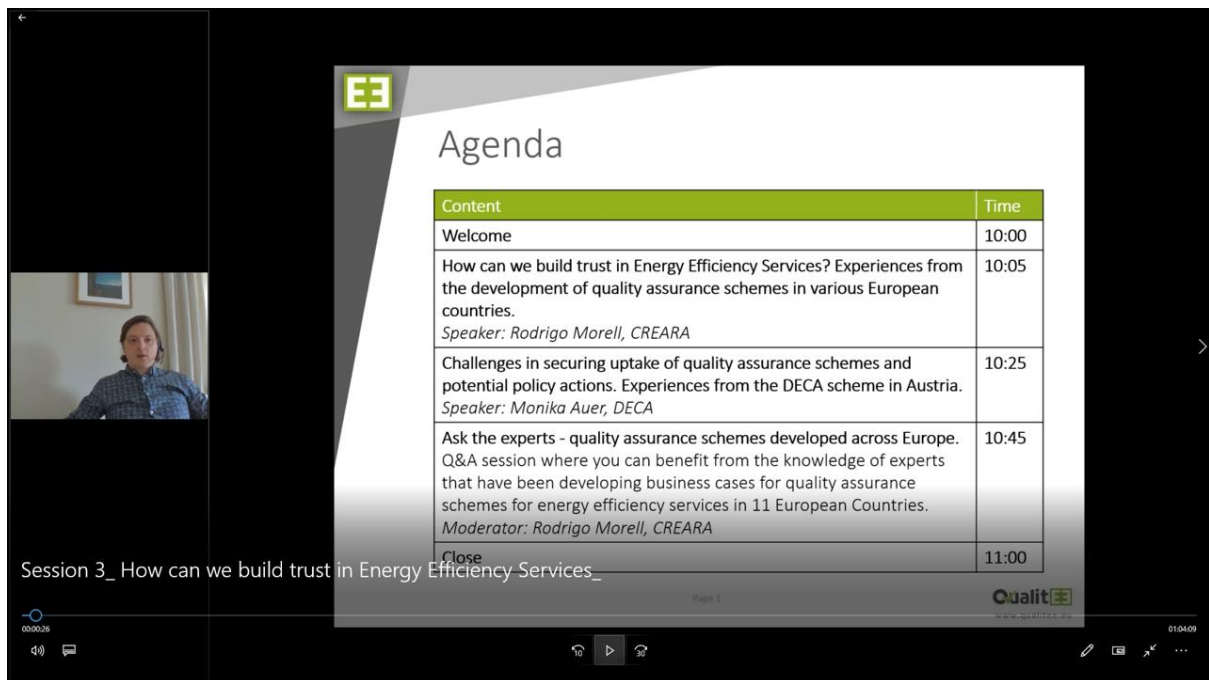
The slide also includes the Qualitee logo and website URL (www.qualitee.eu) in the bottom right corner. The video conference controls at the bottom show a timer at 00:00:10 and various icons for audio, video, and chat.



The screenshot shows a video conference interface. On the left, a small video window displays a woman. The main area shows a presentation slide titled 'Agenda' with the Qualitee logo in the top left corner. The slide contains a table with the following content:

Content	Time
Welcome	10:00
Which tools do we need to galvanise demand; technical and financial quality assessment criteria <i>Speaker: Klemens Leutgöb, e7 Energy Innovation &amp; Engineering</i>	10:05
What can we learn from the application of tools in real-world projects? <i>Speaker: Agris Kamenders, Ekodoma</i>	10:25
Ask the experts - real-world projects across Europe. Q&A session where you can benefit from the local knowledge of experts working with a broad range of energy efficiency services projects in 11 European Countries. <i>Moderator: Agris Kamenders, Ekodoma</i>	10:45
Close	11:00

The slide also includes the Qualitee logo and website URL (www.qualitee.eu) in the bottom right corner. Below the slide, the text 'Session 2 - Which tools do we need to galvanise demand in Energy Efficiency Services\_' is visible. The video conference controls at the bottom show a timer at 00:00:04 and various icons for audio, video, and chat.



The screenshot shows a video conference window. On the left is a small video feed of a woman. The main area displays a presentation slide titled 'Agenda' with a table of contents. The table lists the following items:

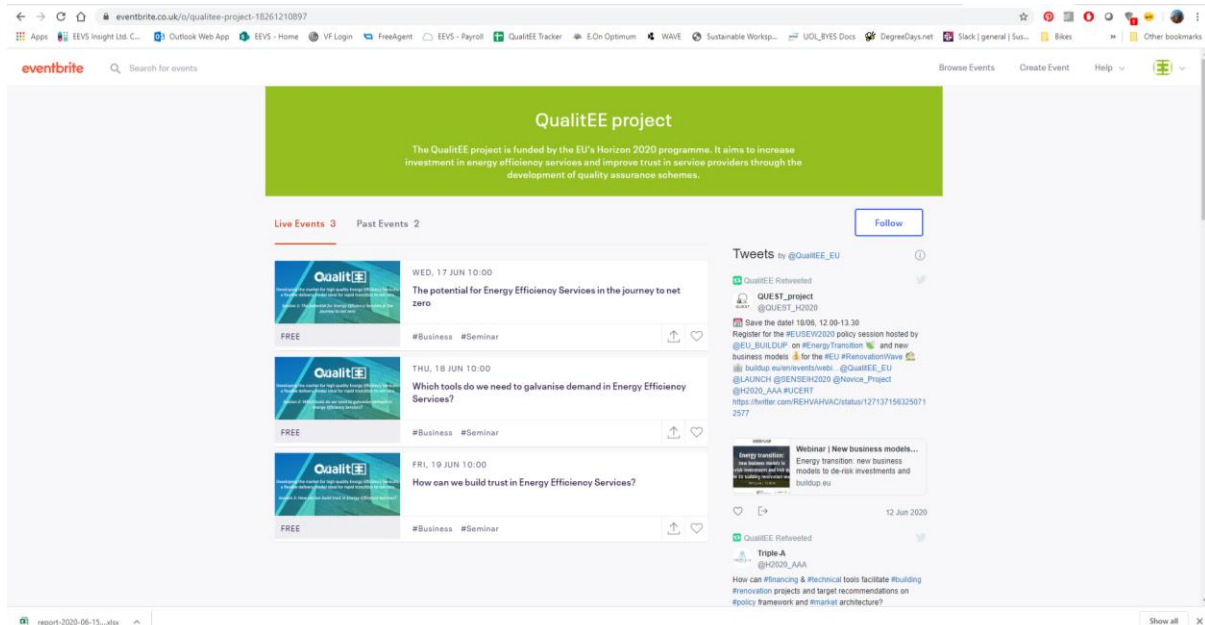
Content	Time
Welcome	10:00
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Ask the experts - quality assurance schemes developed across Europe. Q&A session where you can benefit from the knowledge of experts that have been developing business cases for quality assurance schemes for energy efficiency services in 11 European Countries. <i>Moderator: Rodrigo Morell, CREARA</i>	10:45
Close	11:00

Below the table, the text 'Session 3\_ How can we build trust in Energy Efficiency Services\_' is visible. The bottom of the window shows a status bar with a timer at 00:00:26, a play button, and a timestamp of 01:04:09. The QualitEE logo and website URL are also present in the bottom right corner of the presentation area.



## 5 MARKETING / PROMOTION

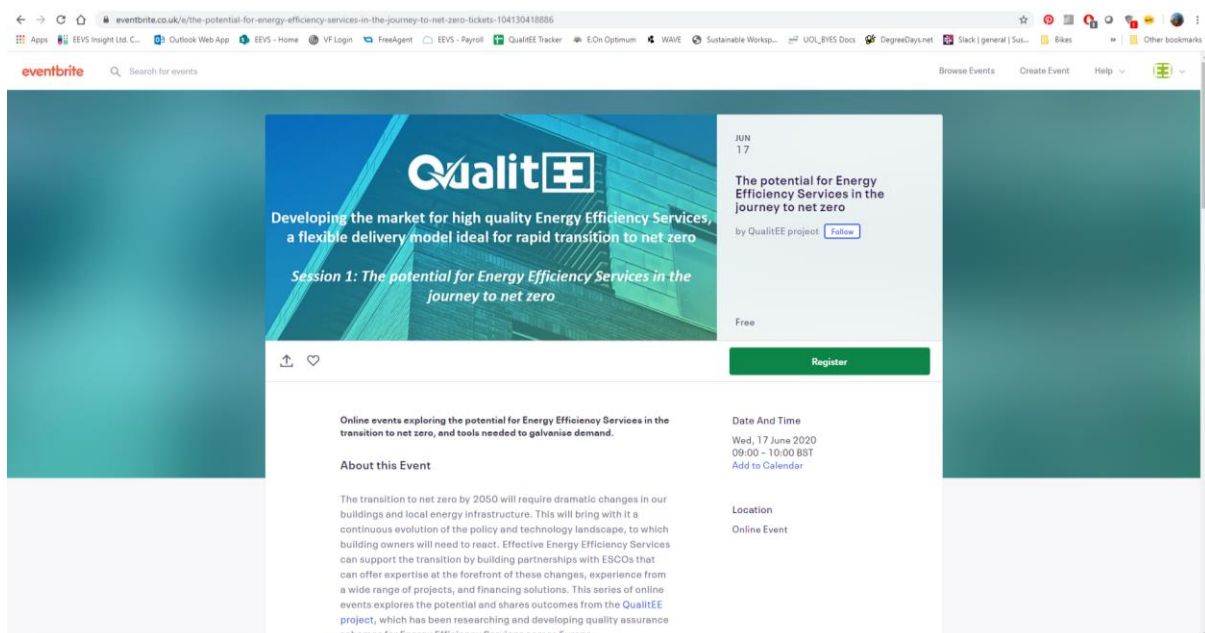
### 5.1 Eventbrite



The screenshot shows the Eventbrite page for the QualitEE project. The header includes the project name and a description: "The QualitEE project is funded by the EU's Horizon 2020 programme. It aims to increase investment in energy efficiency services and improve trust in service providers through the development of quality assurance schemes." Below this, there are two tabs: "Live Events 3" and "Past Events 2". The "Live Events" tab is active, showing three seminars:

- WED, 17 JUN 10:00**: The potential for Energy Efficiency Services in the journey to net zero. FREE. #Business #Seminar.
- THU, 18 JUN 10:00**: Which tools do we need to galvanise demand in Energy Efficiency Services? FREE. #Business #Seminar.
- FRI, 19 JUN 10:00**: How can we build trust in Energy Efficiency Services? FREE. #Business #Seminar.

On the right side, there is a "Tweets by @QualitEE\_EU" section showing several tweets related to the project and its events.



The screenshot shows the Eventbrite page for the seminar "The potential for Energy Efficiency Services in the journey to net zero". The header includes the QualitEE logo and the text: "Developing the market for high quality Energy Efficiency Services, a flexible delivery model ideal for rapid transition to net zero". Below this, it says "Session 1: The potential for Energy Efficiency Services in the journey to net zero".

The event is listed as "Free" and has a "Register" button. The date and time are "Wed, 17 June 2020 09:00 - 10:00 BST". The location is "Online Event".

**About this Event**

The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions. This series of online events explores the potential and shares outcomes from the QualitEE project, which has been researching and developing quality assurance schemes for Energy Efficiency Services across Europe.

eventbrite.co.uk/e/the-potential-for-energy-efficiency-services-in-the-journey-to-net-zero-tickets-104130418886

Free [Register](#)

**Session 1: The potential for Energy Efficiency Services in the journey to net zero**

Date: 17 June 2020  
Time: 10:00 - 11:00 Central European Time

**Agenda:**

**Keynote speech - the potential for Energy Efficiency Services in the journey to net zero.**

*Speaker: Leide Kiela-Vilumsone, DG ENER, European Commission*

**What is the current state of the Energy Efficiency Services market across Europe and where are the opportunities to increase uptake?**  
Results from market surveys in 15 European countries.

*Speaker: Jana Szomolányiová, SEVEN, The Energy Efficiency Center, z.s.*

**Ask the experts - what's the situation in individual countries? Q&A**  
session where you can benefit from the local knowledge of market research leaders in each of the 15 European countries.

*Moderator: Nick Keegan, EEVS Insight*

**Join further sessions in this series:**

[Session 2: Which tools do we need to galvanise demand in Energy Efficiency Services?](#)

[Session 3: How can we build trust in Energy Efficiency Services?](#)

**Note:** GoToWebinar joining details will be sent to attendees upon registration.

Taas

eventbrite.co.uk/e/which-tools-do-we-need-to-galvanise-demand-in-energy-efficiency-services-tickets-104133700702

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**QualitEE**

Developing the market for high quality Energy Efficiency Services, a flexible delivery model ideal for rapid transition to net zero

**Session 2: Which tools do we need to galvanise demand in Energy Efficiency Services?**

by QualitEE project [Follow](#)

Free [Register](#)

**Online events exploring the potential for Energy Efficiency Services in the transition to net zero, and tools needed to galvanise demand.**

**About this Event**

The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions. This series of online events explores the potential and shares outcomes from the QualitEE project, which has been researching and developing quality assurance schemes for Energy Efficiency Services across Europe.

**Date And Time**  
Thu, 18 June 2020  
09:00 - 10:00 BST  
[Add to Calendar](#)

**Location**  
Online Event

eventbrite.co.uk/e/which-tools-do-we-need-to-galvanise-demand-in-energy-efficiency-services-tickets-104133700702

Free [Register](#)

**Session 2: Which tools do we need to galvanise demand in Energy Efficiency Services?**

Date: 18 June 2020

Time: 10:00 - 11:00 Central European Time

**Agenda:**

Which tools do we need to galvanise demand; technical and financial quality assessment criteria.

Speaker: Klemens Leutgöb, e7 Energy Innovation & Engineering

What can we learn from the application of tools in real-world projects?

Speaker: Agris Kamenders, Ekodoma

Ask the experts - real-world projects across Europe. Q&A session where you can find out in detail about 28 projects that tested these tools across 11 European countries.

Moderator: Agris Kamenders, Ekodoma

Join further sessions in this series:

Session 1: The potential for Energy Efficiency Services in the journey to net zero.

Session 3: How can we build trust in Energy Efficiency Services?

Note: GoToWebinar joining details will be sent to attendees upon registration.

Tags

eventbrite.co.uk/e/how-can-we-build-trust-in-energy-efficiency-services-tickets-104134641516

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**QualitEE**

Developing the market for high quality Energy Efficiency Services, a flexible delivery model ideal for rapid transition to net zero

**Session 3: How can we build trust in Energy Efficiency Services?**

JUN 19

How can we build trust in Energy Efficiency Services?

by QualitEE project [Follow](#)

Free [Register](#)

Online events exploring the potential for Energy Efficiency Services in the transition to net zero, and tools needed to galvanise demand.

**About this Event**

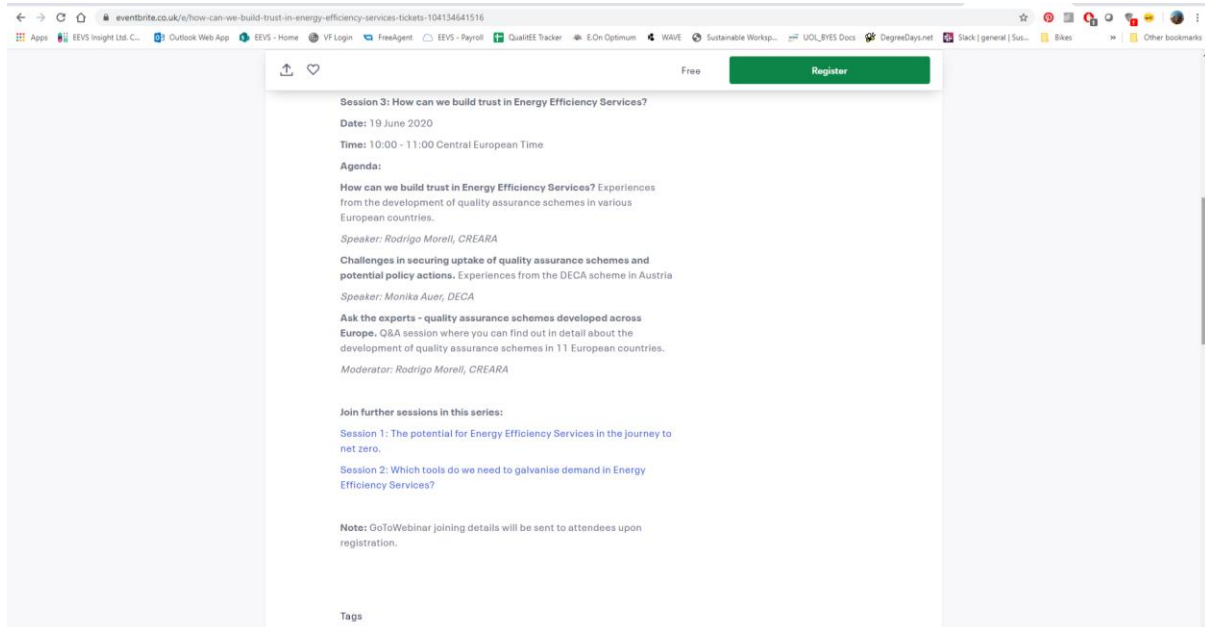
The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions. This series of online events explores the potential and shares outcomes from the QualitEE project, which has been researching and developing quality assurance

Date And Time

Fri, 19 June 2020  
09:00 - 10:00 BST  
[Add to Calendar](#)

Location

Online Event



Session 3: How can we build trust in Energy Efficiency Services?

Date: 19 June 2020

Time: 10:00 - 11:00 Central European Time

Agenda:

**How can we build trust in Energy Efficiency Services?** Experiences from the development of quality assurance schemes in various European countries.

Speaker: Rodrigo Morell, CREARA

**Challenges in securing uptake of quality assurance schemes and potential policy actions.** Experiences from the DECA scheme in Austria

Speaker: Monika Auer, DECA

**Ask the experts - quality assurance schemes developed across Europe.** Q&A session where you can find out in detail about the development of quality assurance schemes in 11 European countries.

Moderator: Rodrigo Morell, CREARA

Join further sessions in this series:

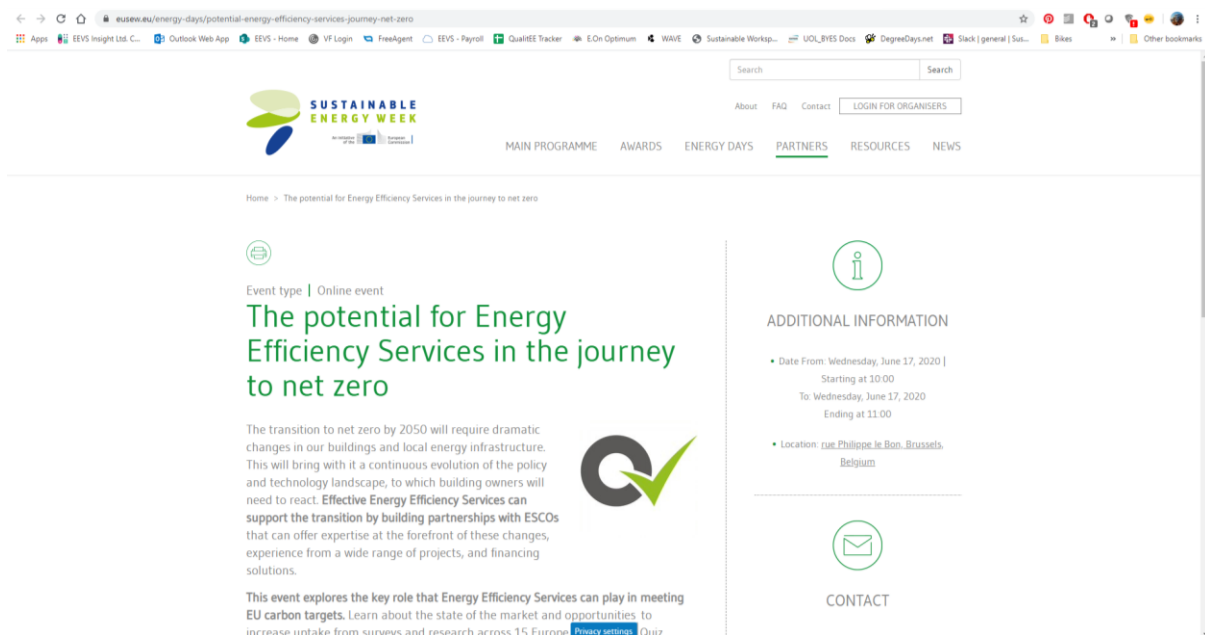
Session 1: The potential for Energy Efficiency Services in the journey to net zero.

Session 2: Which tools do we need to galvanise demand in Energy Efficiency Services?

Note: GoToWebinar joining details will be sent to attendees upon registration.

Tags

## 5.2 EUSEW Energy Day Listings



Home > The potential for Energy Efficiency Services in the journey to net zero

Event type | Online event

### The potential for Energy Efficiency Services in the journey to net zero

The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. **Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs** that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions.

**This event explores the key role that Energy Efficiency Services can play in meeting EU carbon targets.** Learn about the state of the market and opportunities to increase uptake from surveys and research across 15 European countries. [Privacy settings](#) | [Quiz](#)

**ADDITIONAL INFORMATION**

- Date From: Wednesday, June 17, 2020 | Starting at 10:00 To: Wednesday, June 17, 2020 Ending at 11:00
- Location: [rue Philippe le Bon, Brussels, Belgium](#)

**CONTACT**

← → × ⌵ eusew.eu/energy-days/which-tools-do-we-need-galvanise-demand-energy-efficiency-services

Apps EEVS Insight Ltd. C... Outlook Web App EEVS - Home VF Login FreeAgent EEVS - Payroll QualitEE Tracker E-On Optimum WAVE Sustainable Worksp... UOL\_BYES Docs DegreeDays.net Slack | general | Sut... Bikes Other bookmarks

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About FAQ Contact LOGIN FOR ORGANISERS

MAIN PROGRAMME AWARDS ENERGY DAYS **PARTNERS** RESOURCES NEWS

Home → Which tools do we need to galvanise demand in Energy Efficiency Services?

Event type | Online event

## Which tools do we need to galvanise demand in Energy Efficiency Services?

The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. **Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs** that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions.

During this online event, you will learn more about guidelines developed by the H2020 QualitEE project for procurement, technical and financial quality assessment [learn about real world projects!](#) [Privacy settings](#) ed these

ADDITIONAL INFORMATION

- Date From: Thursday, June 18, 2020 | Starting at 10:00  
To: Thursday, June 18, 2020  
Ending at 11:00
- Location: [rue Philippe le Bon, Brussels, Belgium](#)

CONTACT

Waiting for analytics.eusew.eu...

← → × ⌵ eusew.eu/energy-days/how-can-we-build-trust-energy-efficiency-services

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Home → How can we build trust in Energy Efficiency Services?

Event type | Online event

## How can we build trust in Energy Efficiency Services?

The transition to net zero by 2050 will require dramatic changes in our buildings and local energy infrastructure. This will bring with it a continuous evolution of the policy and technology landscape, to which building owners will need to react. **Effective Energy Efficiency Services can support the transition by building partnerships with ESCOs** that can offer expertise at the forefront of these changes, experience from a wide range of projects, and financing solutions.

This online event aims at discussing the challenges and success factors of establishing quality assurance schemes for Energy Efficiency Services. Learn about potential policy actions to increase uptake. Quiz local experts on the various approaches taken in 11 European countries.

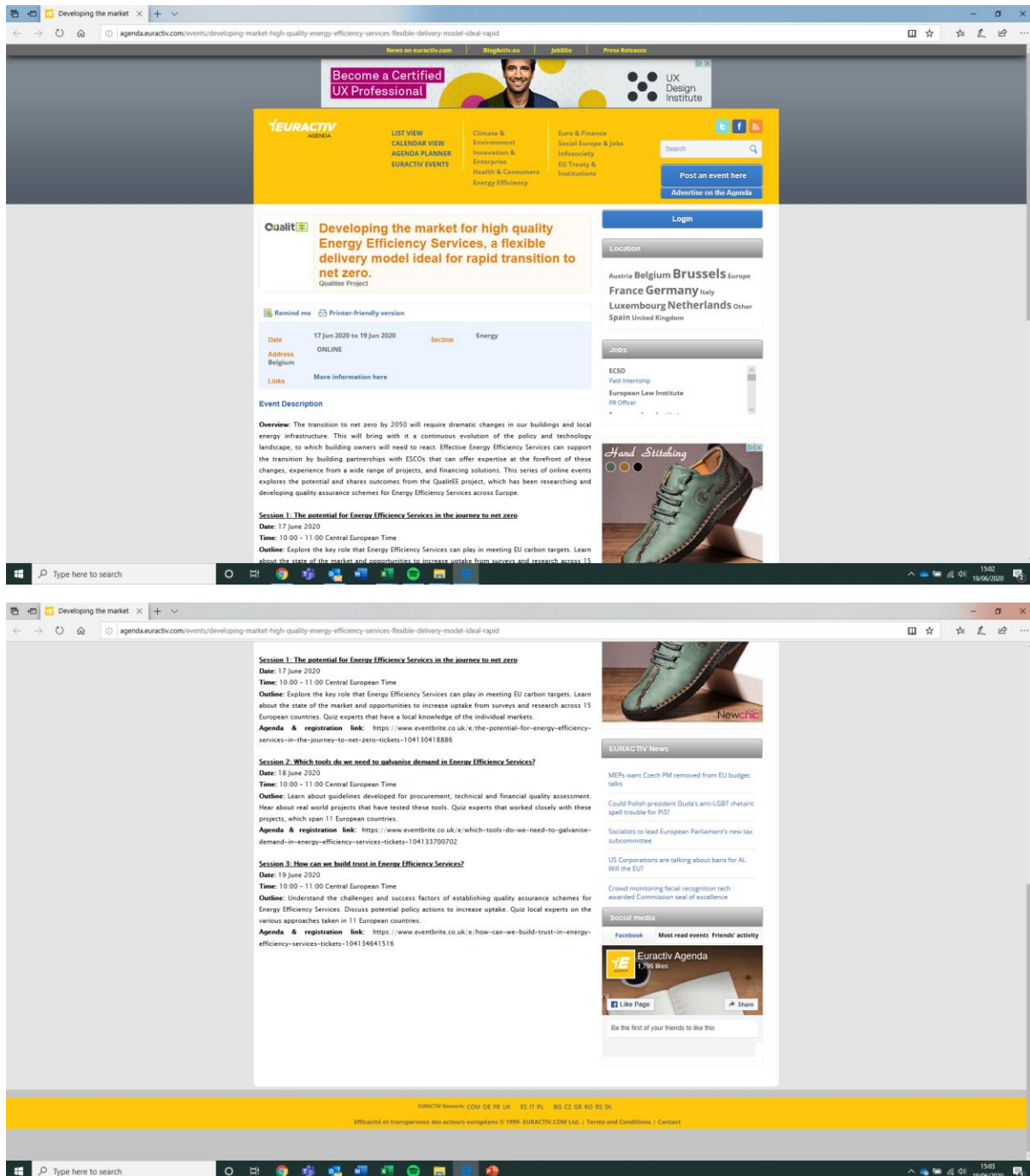
ADDITIONAL INFORMATION

- Date From: Friday, June 19, 2020 | Starting at 10:00  
To: Friday, June 19, 2020  
Ending at 11:00
- Location: [rue Philippe le Bon, Brussels, Belgium](#)

CONTACT

Connecting...

## 5.3 EURACTIV Listing

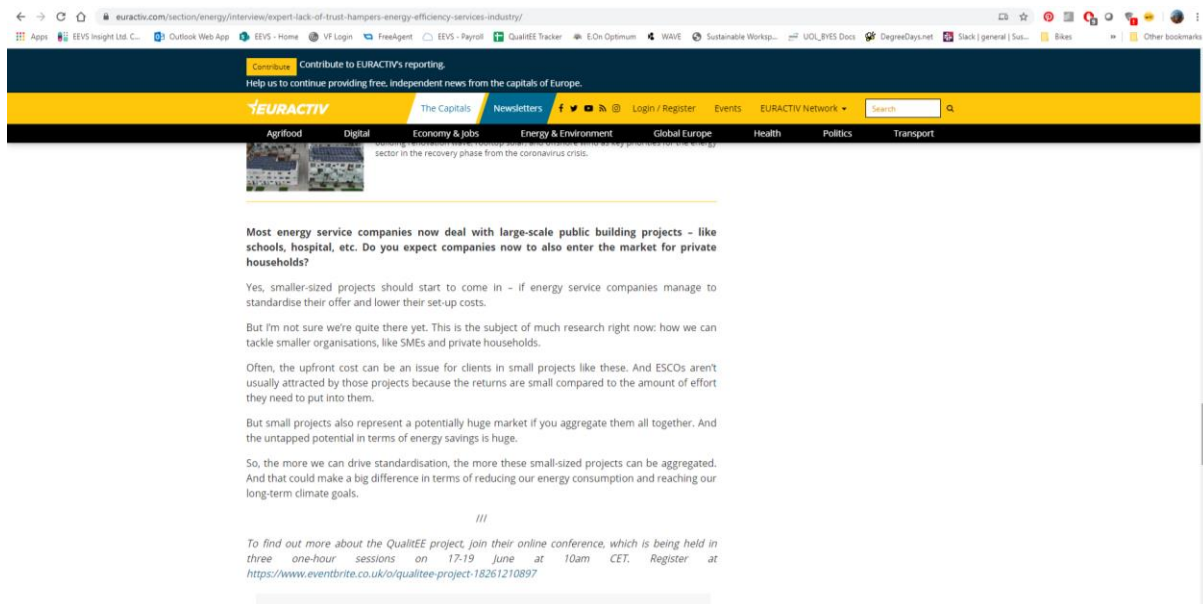


The screenshot displays the EURACTIV website interface. At the top, there's a navigation bar with links for 'News on euractiv.com', 'Blog/activ.eu', 'Jobsite', and 'Press Releases'. A prominent banner for 'Become a Certified UX Professional' is visible. Below this, the main content area features a large event listing titled 'Developing the market for high quality Energy Efficiency Services, a flexible delivery model ideal for rapid transition to net zero.' The event is scheduled for 17 Jun 2020 to 19 Jun 2020, online, in the Energy sector. The description highlights the transition to net zero by 2050 and the role of Energy Efficiency Services. The event is divided into three sessions, each with a date, time, and outline. The first session is on 17 June 2020, the second on 18 June 2020, and the third on 19 June 2020. The website also includes a sidebar with a search bar, a login button, and a list of countries (Austria, Belgium, Brussels, Europe, France, Germany, Italy, Luxembourg, Netherlands, other, Spain, United Kingdom). At the bottom, there's a footer with the EURACTIV logo and contact information.



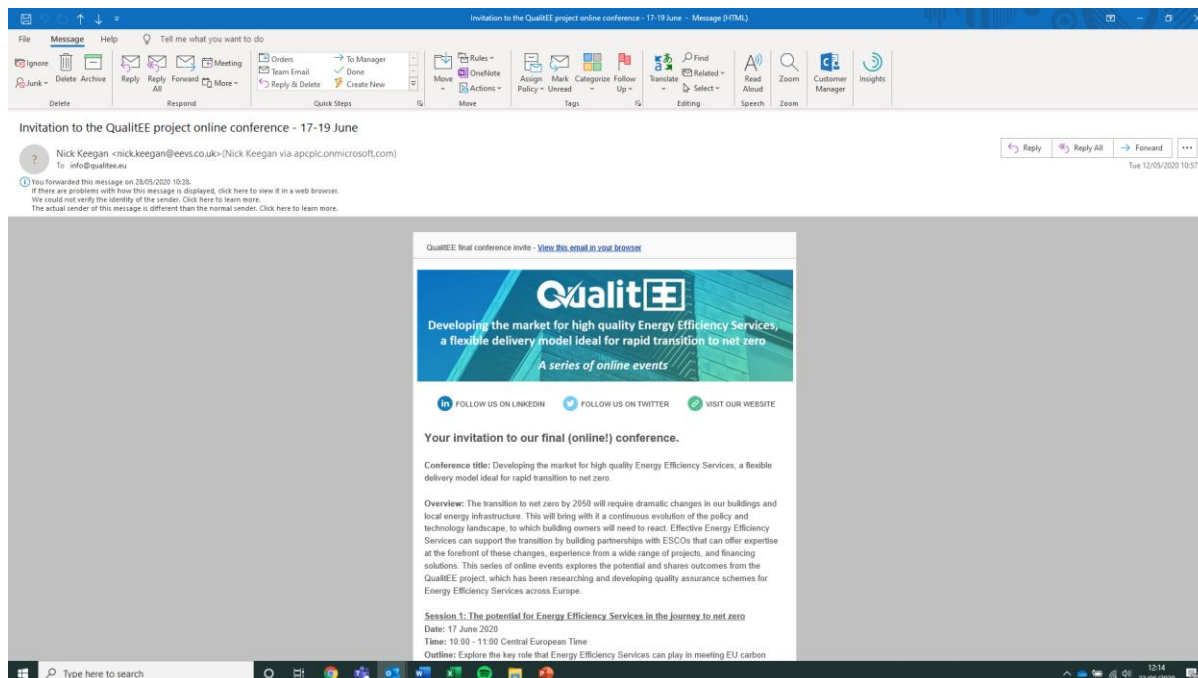
## 5.4 EURACTIV Interview

EURACTIV also held an interview with project communications lead Nick Keegan from EEVS. This was published on 16. June with a link to the final conference registration pages to generate further interest in the events.



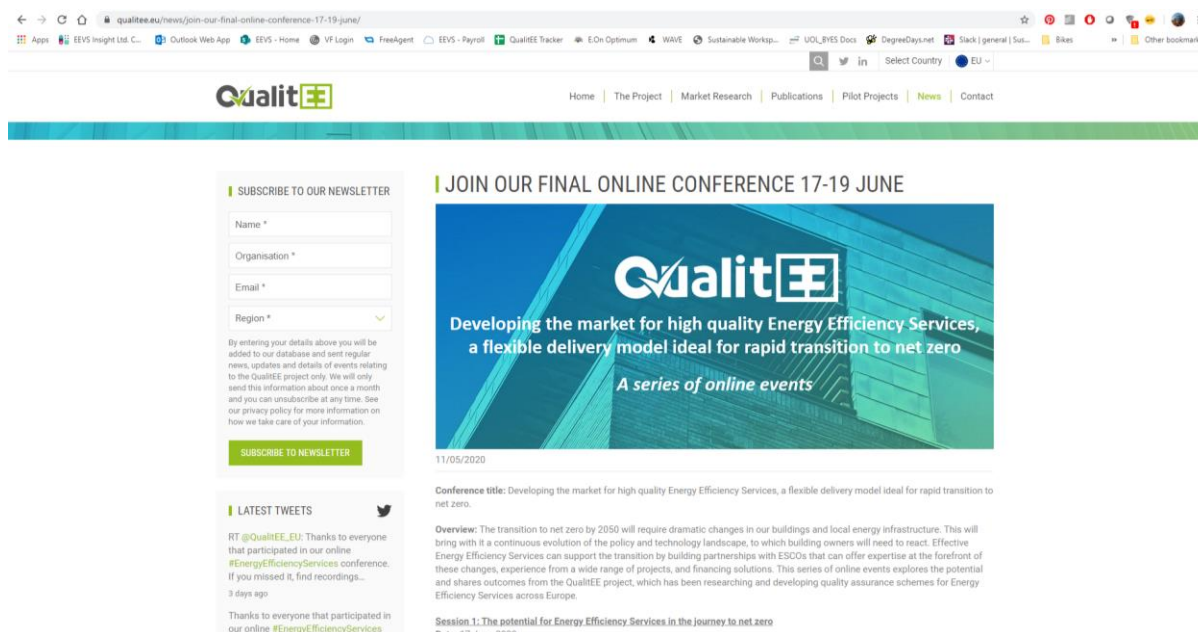
## 5.5 Email invitations

Email invitations were issued to European and national partner mailing lists. The European email is shown below. The message was reiterated in partners' third newsletter to interested stakeholders.



## 5.6 Website

Information about the conference was posted on European and national partner news pages on the QualitEE project website. The European news post is shown below:

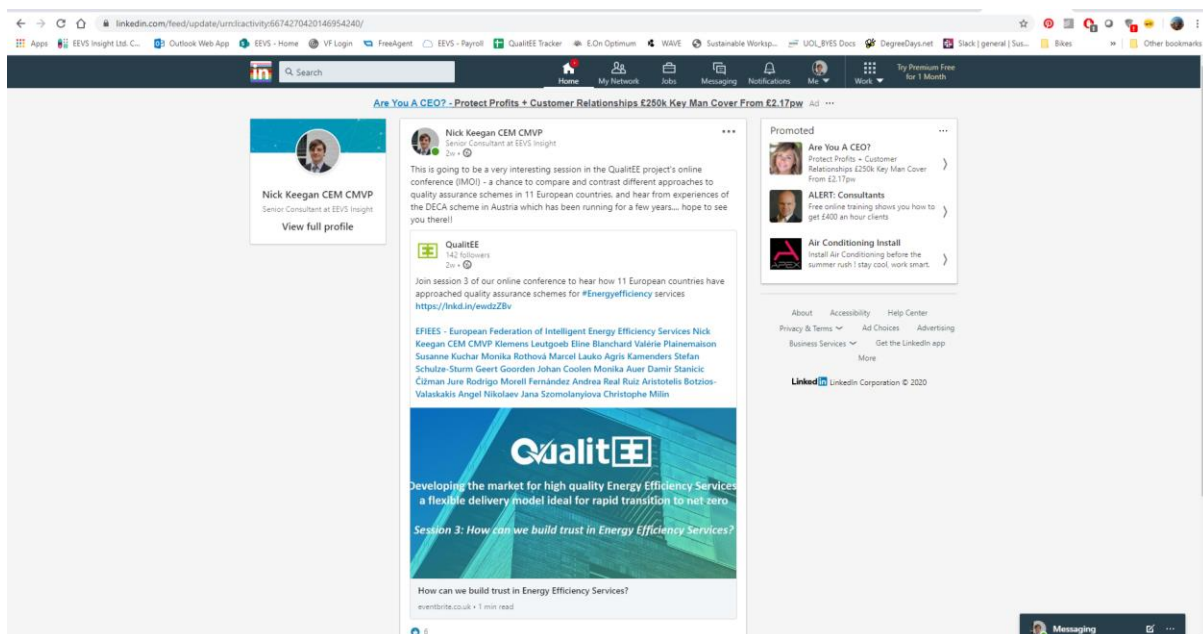
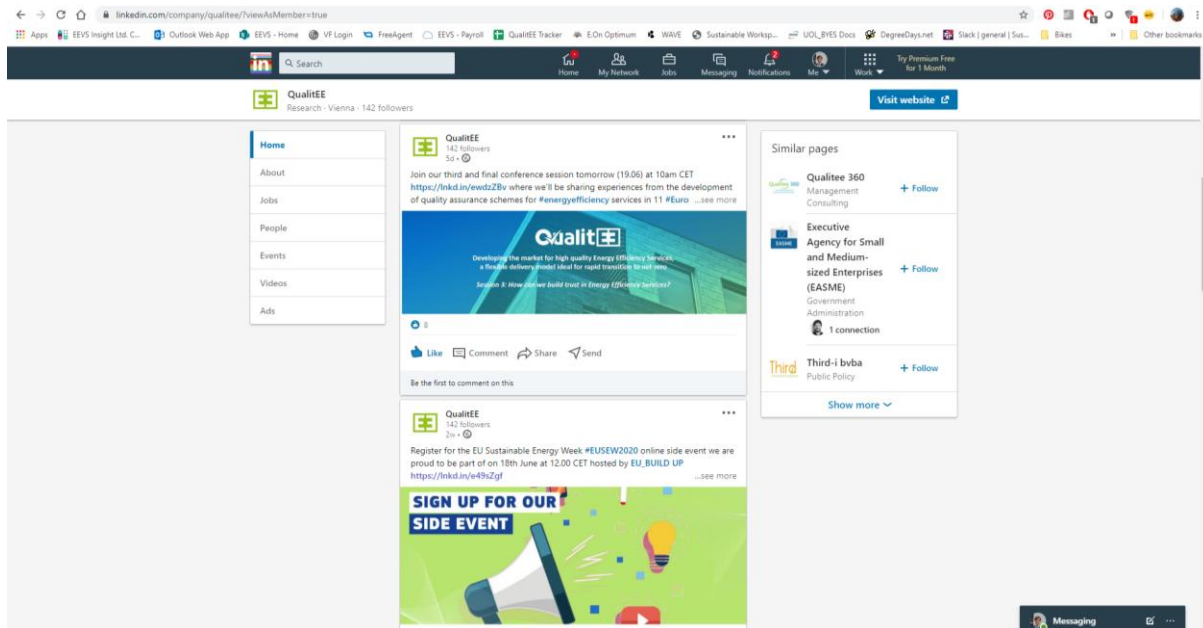




## 5.7 Social Media

Social media was used extensively to market the event. The QualitEE project's LinkedIn and Twitter accounts made several posts linking to relevant channels and hashtags. QualitEE partners shared the posts with their own company and professional profiles. Some examples are shown below:

<https://www.linkedin.com/company/qualitee/>



[https://twitter.com/QualitEE\\_EU](https://twitter.com/QualitEE_EU)

