



# Guidelines for National Business Facilitation Seminars on EPC Codes of Conduct



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## 1 Introduction

The Transparensense partners shall organize National Business Facilitation Seminars on EPC Codes of Conduct. The purpose of the Business Facilitation Seminars is to promote the final code of the EPC Code of Conduct and discuss the actual use of the code with key stakeholders.

## 2 Guidelines on Business Facilitation Seminars

The purpose of the Business Facilitation Seminars is to promote the final EPC Code of Conduct and discuss the actual use of the Code (e.g. using the FAQ in the market plan) with key stakeholders (i.e. ESCOs, EPC facilitators, policy makers and potential clients).

The definition of business facilitation seminar is broad and there are no requirements regarding certain length of the seminars. However, the seminars should include networking and match-making opportunities, i.e. participating ESCOs should be able to promote the Code of Conduct and explain the benefits of the code to potential clients. All target groups should have an opportunity to ask questions on the content and usage of the Code of Conduct on EPC and provide feedback to the participating ESCOs.

Each Transparensense partner should organize 1-2 Business Facilitation Seminars and per partners at least 20 participants in total (i.e. key stakeholders) should attend the seminars.

The business facilitation seminars should, if possible, be coordinated with the EU EPC Campaign and the EESI 2020 communication activities.

The seminars should be (broadly) advertised and it may be useful to involve and invite general and expert media as well.

### 3 Example Program for a Business Facilitation Seminar

**Table 1. Example agenda for a Business Facilitation Seminar**

Time	Agenda
08.50 - 09.00	Registration
09.00 - 09.10	Opening speech (key note speaker)
09.10 - 09.30	Presentation Transparensense (Transparensense partner)
09.30 - 10.00	Presentation current market development (ESCO association or Transparensense partner)
10.15 - 10.30	Coffee break
10.30 - 11.30	Presentation Code of Conduct and Q & A (ESCO association or other)
11.30 - 13.00	Lunch and networking event (possibility for ESCOs and clients to explore business opportunities)