

Minutes from: [1st Workshop for promoting the CoC]

Date: 28 April 2014

Time: 09:30 a.m. -17:00 p.m.

Place: Museu da Electricidade, Lisbon

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Attendants:

The total number of participants was 170.

In our opinion, the main conclusion arriving from the Conference is that Lack of Trust in ESCO Business, Lack of Financing and interesting financing mechanisms for EE, associated with the very complex procedure of the Public Tendering Process, are the main problems ESCOs are facing. The ESCO business in Portugal is evolving very slowly!

Co-organization of the Second Portuguese ESCO Conference

In scope of dissemination of the Code of Conduct, ISR-UC was in contact with the Portuguese ESCO Association (APESEnergia) and with the thematic magazine “Edifícios e Energia”, in order to co-organize the second national ESCO Conference in Portugal, which was held in Lisbon, on 28 April 2014. The conference was quite successful, there were 170 participants mainly from the supply side, in particular ESCOS; energy companies, energy agencies, policy makers, utilities, energy consultants, banks, manufacturers, etc. The demand side was also present, but with few participants, mainly energy managers from municipal buildings.

The establishment of EPCs have been the main focus of this conference. Although the legal framework conditions for establishing EPCs in the public sector is already published for some years now, the main developments regarding the establishment of EPCs in Portugal and the development of the ESCO business are still to come, hopefully in a near future. The conference could gather very relevant and useful information for the ESCO business in Portugal. It was also possible to help disseminate the ESCO business model, which is still unknown for many organizations. It was also possible to disseminate the Code of Conduct developed in the Transparensense project and it was possible to share experiences, change information, debate concerns and discuss about potential drivers for improving the promising ESCO business in Portugal.

In the opening session, the General Director General of Energy transmitted to the sector a word of confidence, by saying they are committed to promote the EPCs because they represent an instrument for increasing the competitiveness of the Portuguese economy. The General Director of Energy also highlighted the present circumstances as being the right moment to look to the future together – “the State and the ESCOs”. In addition, he mentioned this business is a good opportunity to reduce the cost structure. Since the president of the Spanish ESCO Association was present, the General Director of Energy has pointed the case of the neighboring country regarding the unsuccessful tenders launched by the Spanish government, to justify why the ECO.AP has been delayed. The strategy in Portugal is to evolve slowly with the public tendering process for public buildings to avoid mistakes.

The General Director of Energy recognized that financing is among the main barriers for establishing EPCs and highlighted the existing opportunities in the new framework for Community support, “Portugal 2020”, whose funds may be allocated to energy efficiency projects, and even the Horizon 2020 program, which aims to support research and innovation. The priorities of these programs regarding energy efficiency support and EPCs have also been presented in the conference.

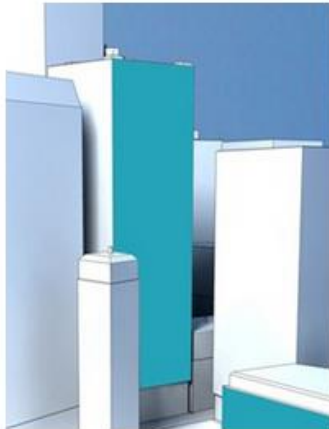
The President of the Portuguese ESCO Association showed the existing large potential for energy efficiency in Portugal can be successfully addressed by establishing EPCs, giving ESCOs the opportunity to do business and Clients the opportunity to save a lot of Energy use.

Several examples of energy services and EPCs have been presented in the afternoon, both Portuguese and International examples. One important message that was transmitted by the Portuguese Main Electric Utility, was that a good way to foster energy efficiency business is to have the customer confidence, result of good practices with customers.

The Code of Conduct was presented in detail as well as the strategies to adopt the CoC in Portugal which are recommended by ISR-UC, based on previous input and on the national market situation.

<http://www.edificioseenergia.pt/pt/conferencias/detalhe/2-conferencia-ese--mais-servicos-mais-mercado-mais-economia>

Leaflet announcing the ESCO Conference:



Patrocinadores Principais:



Parceiros:



Patrocinadores:



2014-04-28

2ª Conferência ESE - Mais Serviços. Mais Mercado. Mais Economia Museu da Electricidade - Lisboa

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Na sequência da conferência de 2013, é fundamental promover esta área de negócio e as suas vantagens junto da indústria, das grandes empresas, do poder local e dos gestores e responsáveis dos edifícios. O Eco-Ap vai arrancar nos primeiros meses deste ano e existem programas de financiamento a decorrer. Já existem casos práticos que incorporam o modelo ESE onde a eficiência energética implementada, se traduz em poupanças reais nas facturas e na redução das necessidades energéticas dos edifícios. Nesta conferência, reunimos o Estado, os municípios, as empresas e todo o mercado que se relaciona directamente com esta nova forma de actuar nos edifícios e na reabilitação energética.

PROGRAMA

09h00 Recepção dos participantes e welcome coffee

09h30 Notas de Boas-vindas
Jorge Araújo, Vice-presidente da APESE

09h40 Abertura
Pedro Cabral, Director-geral de Energia e Geologia

10h00 O mercado das ESE em Espanha
Keynote: [Rafael Herrero, Presidente da ANESE](#)

10h30 Painel I – Modelos, financiamento, garantias e oportunidades para o sector
Moderação: Duarte Caro de Sousa

- Portugal 20-20 e outros instrumentos financeiros – [Dinis Rodrigues \(DGEG\)](#)
- Financiamento de EPC's – [Luis Rêgo \(BPI\)](#)
- Garantias e seguros associados aos EPC's – [Pedro Athouguia \(AON\)](#)
- Guia de Boas Práticas para Contratos de Desempenho Energético – Projecto Transparense – [Paula Fonseca e Carlos Patrão \(ISR - Universidade de Coimbra\)](#)

12h00 Debate

12h30 Almoço

14h00 Painel II – O mercado das ESE no sector privado: casos práticos
Moderação: Jorge Araújo (APESE)

- Desafios e futuro – [Presidente APESE](#)
- Um caso internacional - [Luis Hagatong \(Schneider\)](#)
- Indústria - [António Coutinho \(EDP\)](#)
- Um caso na indústria em Espanha - [Rafael Herrero \(ANESE\)](#)
- Hotel The Yeatman - [Bruno Castro](#)
- A substituição dos semáforos em Lisboa por LED - [Francisco Gonçalves \(Lisboa E-Nova\)](#)

16h00 Debate

Apoios:



Next photos are related to Transpareense project. They show Paula Fonseca and Carlos Patrão presenting the results of the Transpareense Survey and the Code of Conduct, respectively.



Below, speakers and moderator. Carlos Patrão (second on the right) for the Transpareense project.

Dotação orçamental

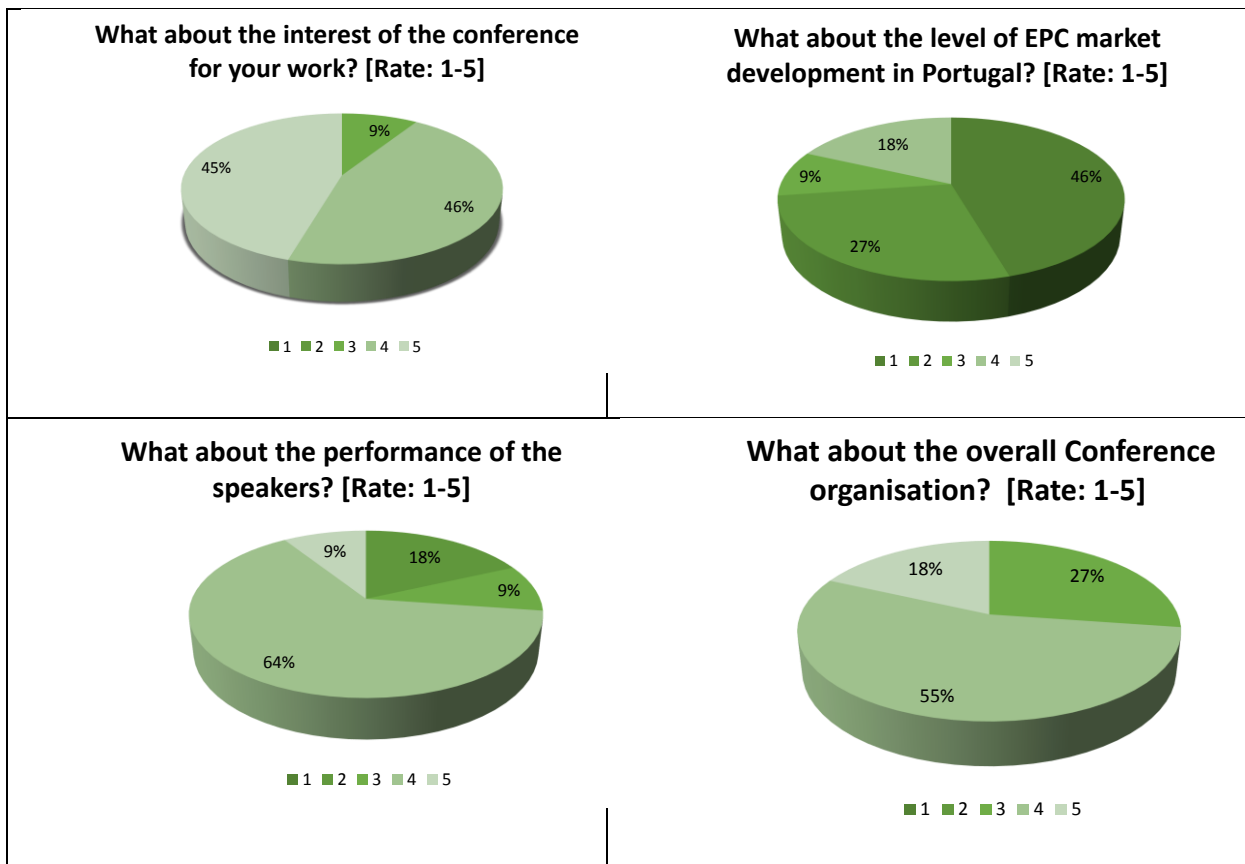
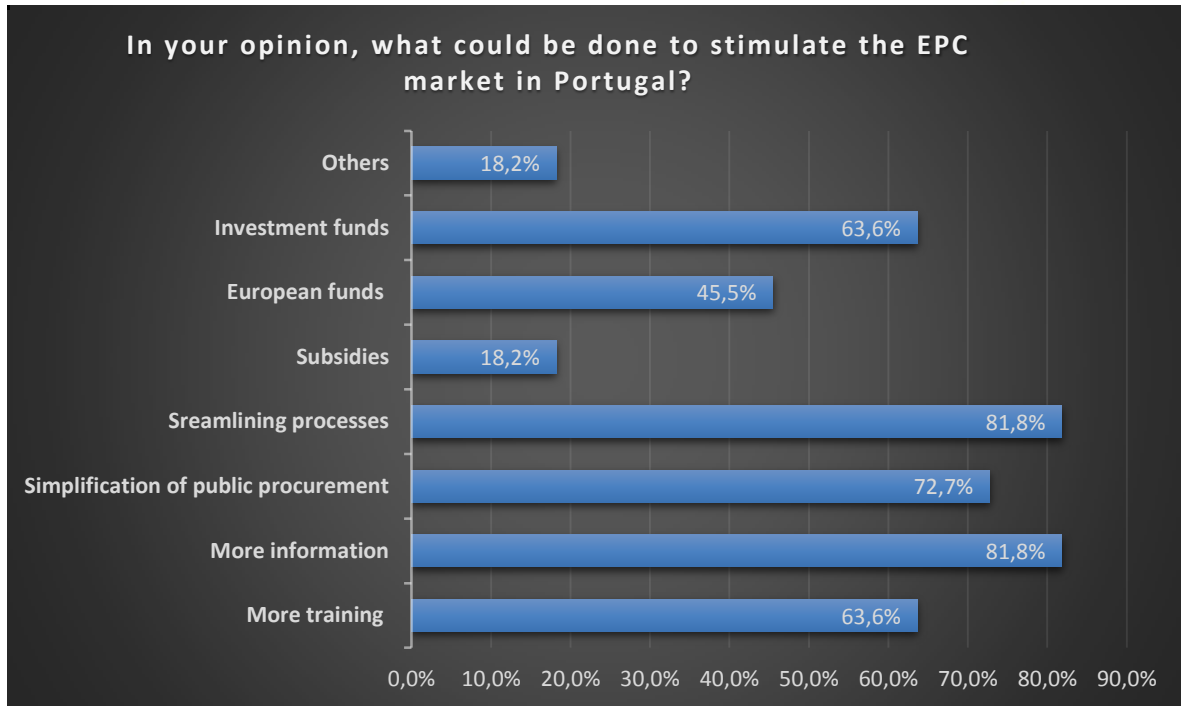
OT	Objetivos	FEDER	FdC	FEADER	TOTAL
OT1	Realizar a investigação, o desenvolvimento tecnológico e a inovação	2,108,802,251		40,343,239	2,149,145,490
OT2	Melhorar o acesso às tecnologias da informação e da comunicação bem como aumentar o nível de qualificação	328,794,487			328,794,487
OT3	Realizar o desenvolvimento de infraestruturas e a promoção de setores específicos para o FSE 2020, em particular a investigação para o futuro	4,595,227,275		1,679,228,752	6,274,456,027
OT	Objetivos	FEDER	FdC	FEADER	TOTAL
OT 4	Apoiar a transição para uma economia com baixas emissões de carbono em todos os setores	675,034,958	757,000,000	193,749,638	1,625,674,636
OT7	Realizar o desenvolvimento de infraestruturas	428,499,869	89,400,000		517,899,869
OT8	Promover o emprego e apoiar a mobilidade social	182,238,922	3,951,294,739	346,224,000	5,480,857,761
OT9	Promover a qualificação e o emprego qualificado	442,558,922	1,823,779,398	248,821,909	2,515,159,229
OT10	Realizar o ensino, a investigação e a inovação em setores específicos	180,225,962	3,342,687,346	49,302,927	3,572,216,235
OT11	Realizar o desenvolvimento de infraestruturas e a promoção de setores específicos	22,582,962	267,448,937		290,031,899
AT	Apoio administrativo	442,558,922	122,700,000	18,300,000	683,558,922
Total		5,649,170,771	7,469,807,238	2,363,743,234	15,482,721,243

General view of the audience:



Short analysis of the feedback from the audience

The following Figures show the analysis carried out to the Quality of the Conference, based on a short feedback evaluation questionnaire distributed among participants:



We raise the open question: ***in your opinion, what has failed in the promotion of EPCs, in Portugal?*** Below, there is a set of interesting answers we selected among replies:

- The issue is not unique to Portugal, but is extensive to the European Countries. Unlike the USA, where there is a pragmatism in action, despite the difficulties this model has evolved. Bureaucracy and formalism which is a characteristic of European culture has been hindering the adoption and development of this business;
- Large economic groups are controlling the energy business and there is lack of transparency;
- This is an evolving/evolutionary process and therefore it needs to follow its way forward;
- Legal framework. There is still lack of information about the business opportunities the ESCOs can provide;
- Society is usually reluctant to changes! Change for what??... It requires efforts to change! It is easier to stay in the confort zone. In addition, there are lots of organisational interests and business influences that are difficult to break: "It's easier to remain in the confort zone and continue to feed the big players!"
- Lack of promotion of EPCs and ESCO business. People/customers fear about this new, unknown business model.

[Paula Fonseca]
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