



EDITORIAL MESSAGE

IT'S A LIGHT BULB MOMENT!

Dear Reader,

Welcome to the first newsletter of START2ACT! We are pleased to share the achievements of the first year of our EU-funded project which aims at reducing residential energy consumption through free-of-charge training and mentoring sessions provided to young SMEs and startups. It has been an inspiring start!

Don't forget to sign up to our activities if you want to participate in our training!

Enjoy!

PROJECT INTRODUCTION

WE HELP YOU UNLOCK THE FULL POTENTIAL OF YOUR COMPANY

Energy efficiency is a hot topic all over the world, a buzzword that intrigues the industry and research alike and which made it to the top of the EU 2020 agenda. **In order to make the most out of our business, attention has to be paid** not only to the best possible marketing or management strategy for our product or service, but also at what lies right at the root of our company or startup – the office. ...

START2ACT NEWS AND UPDATES

BASELINE ASSESSMENT REPORT

We would like to make the most of your time. That's why START2ACT conducted a survey in late 2016: we intended to find out what young businesses need, how they operate and how we can help them achieve energy efficiency at their workplace. The Baseline Assessment Report gave us interesting insights into the needs of startups and SMEs:

- » Most startups work from home while SMEs tend to own or rent an office
- » One out of two companies does care for energy consumption either through monitoring or opting for green procurement or making employees responsible for their environmental performance
- » The reduction of energy bills, fighting against climate change and a better company image are the main drivers for energy efficiency
- » Companies seem to be missing funding, time or know-how for purchasing appropriate equipment
- » They tend to believe that energy efficiency is not worth the effort.

[READ THE FULL REPORT](#)

FIRST BUSINESS BREAKFASTS LAUNCHED

Business Breakfasts are one of the cornerstones of our available activities and will be running until the end of Summer 2017 in the nine START2ACT countries. Being group-based and consuming only little time in the daily schedule of businesses, they offer a valuable addition to the set of employer's and employee's training. Moreover, as people tend to focus better in the morning, this timing proves to be especially productive for successful learning. Over the course of the meeting we revisit the topics of low and no cost energy saving measures in the office environment, procurement of energy efficient equipment and energy management related questions, including how to motivate employees to change their behaviour. Until now we had the pleasure to host 55 participants from more than 24 companies in the UK, Bulgaria and Romania. From the Q&A session it became apparent that participants would like to know more about energy efficiency in office buildings (on how to build new offices in an energy-efficient way). Read our news on the first events held by the START2ACT partners [Carbon Trust](#), [ENERO](#) and [SOFENA](#) (only available in Bulgarian). For some feedback from breakfast participants [click here](#).

EXPERT SESSION

An expert session has been organised by our partner CentERdata on the 29th of September 2016 at the Tilburg University in the Netherlands. **The main purpose of the meeting was the optimisation of mentoring and training of START2ACT.** Experts have been invited from both the academic and practitioners' field in order to develop the most effective training technique and content. By analysing multiple scenarios and identifying barriers, they were able to outline appropriate solutions to the varying needs of young businesses according to their size, market sector, time of operation, existing energy consumption policy, etc. Considering all these factors has been an indispensable stage of the training development – but thanks to our joint efforts we managed to come up with ideas which ensure that START2ACT delivers personalised and impactful support for energy efficiency to young businesses.

To get an in-depth overview about all the aspects we covered, go take a look at our [report on the expert session](#).

[READ THE FULL REPORT](#)

SPOTLIGHT ON...

ENERGY DRAINAGE AT YOUR FINGERTIPS

Personal Computers or laptops are the most essential equipment for the daily operations of the majority of companies. It is nearly unthinkable to run a business without these IT machines, and they are additionally complemented by a wide array of other tools: scanners, landline phones, printers, speakers, beamers and company smartphones. Not to mention all the kitchen appliances readily available whenever we need a (caffeine-induced) boost of energy! To put it simply, most startups and SMEs rely on a vast amount of electricity.

But all this energy has to be generated, and this endeavour puts a great burden onto the environment. Fossil-based energy sources account for substantial climate-change related problems such as greenhouse gas emissions, the thinning of the ozone layer or rise of the global average temperature. Even though this information is meanwhile being considered trivial, few actions are taken against overconsumption of electricity on a personal level. In order to help stop climate change, each individual has to adopt a new, environmentally conscious and sustainable behavioural pattern.

As we spend most of our time at our workplace where electric equipment serve as our work tools, it is crucial that we understand how to control their electricity usage. And by doing this, we not only help establish a long-term green office culture but we are also saving a significant amount of money! Why let environ-

In fact, making a change is so easy: the next time you leave the office (even if only for a meeting), just make sure you turn your screen off. If you happen to find a plugged-in charger that is unused, pull it out. Feeling cold? Don't turn the heating on just yet: a pullover will help you stay warm and cosy.

START2ACT is here for you to help integrate these and other measures into your regular office routine. If you visit one of our business breakfasts or training we will provide you with useful tips and know-how tailored to the specific needs of your business. See you there!

UPCOMING EVENTS:

Multiple START2ACT events will be organised throughout the spring and summer season in all our partner countries. Visit [start2act.eu](#) and our national pages regularly for updates and see below the first scheduled events:

14th March 2017 11:00 – 14:00

Business Breakfast by EIHPat BIOS Business Incubator in Osijek, Croatia

21st March 2017 9:00 – 10:30

Business Breakfast by ENVIROS at ENVIROS headquarters in Prague, Czech Republic

11th April 2017 8:00 – 10:00

Business Breakfast by Geonardo and GREENWILL at MagNet Community House in Budapest, Hungary"

[SIGN UP TO OUR EVENTS AND ACTIVITIES](#)

WANT TO KNOW MORE?

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