

## Lesson learned within Polish energy actors

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## Before talk starts Why & how

- Question: how to link energy actors competence with clients expectation
- Method: personal observations, perspective & organisational experience only (no formal research ...)
- Additional sources of information: Association Polish Counties and Polish energy agencies

## Mission & tasks of EC BREC IEO

### Use of best available knowledge and technology in the area of renewable energy sources for:



developing concept and promoting local distributed economy and distributed energy generation using RES (*acting as independent „think-tank”*)



introducing into the energy market innovative and small scale RES technologies (*acting as the centre of technological –RETs- competence and knowledge transfer to SME's*)



providing expert consulting service for investors and planners in the area of bioenergy, wind and solar energy (*acting as expert/consultant*) for projects implemented in the cooperation with local authorities, especially with public financial support)

## Two types of EC BREC IEO clients - two marketing perspectives

- Centre of competence and *think-tank* in renewable energy supporting innovative SMEs and advising **traditional energy utilities**
- ManagEnergy national focal point and agency supporting municipalities, **counties** and regional authorities in sustainable energy and creating new **local energy agencies**

## SMEs vs. Traditional Utilities

-marketing approaches of national, regional and local actors

### SMEs (independent energy producers & equipment manufacturers)

- Innovative
- Looking for more radical technological solutions & new products and accepting technological risk
- Supporting introduction of liberalised energy market
- Respecting local authorities
- Open for networking and partnership with RDT unites and municipalities (within IEE and RTD programmes)

➤ **Effective marketing approach for LEA**: „new technology” driven marketing accompanied with the EU/national financial support

### Traditional energy companies-utilities

- Protecting their current markets
- Looking for incremental improvements of current products only
- Sceptical to liberalised common energy market and frustrated with the evolution of energy sector
- Interested in active participation in creation of favourable policies
- More and more interested in participation in EU RTD framework programmes, but rather as „observers” than active partners/co-ordinators

➤ **Effective marketing approach for LEA**: advise in implementation of EU regulation/obligations with the better use of current technologies

## Two major target group (Energy Actors) for ManagEnergy initiative

- Association of Polish Counties (ZPP)
- Energy Agencies
  - **National**: EC BREC IEO, KAPE, NAPE
  - **Regional**: BAPE-Gdansk, MAES-Krakow, RAPE-Lodz, RAPE-Torun, RAPE-Kalisz, PAZE-Bialystok, PAE-Rzeszow (new agency created with support of EC BREC IEO on the base PPP principle)
  - **Local energy centres**: Suwalki, Lidzbark Warminski

- **Network** assembling **310 out of 379** Polish counties
- Since 2000 -strongly involved into the process renewable energy promotion both at the national level – development of *Polish Renewable energy strategy* and local (promotion of local *Sustainable Energy Planning* (participation in 2 IEE projects)
- 2001 – establishment of **Consultative Group for Renewable Energy Initiatives** working in 4 teams: law, economy and finances, eco-energy engineering, information and education
- 2002 - establishment of **Renewable Energy Consultation & Information Office**; **organisation of annual (national) RES dedicated conferences**
- 2003 - creation of **network of local energy managers** (one manager per county)
- 2004 – creation of **dedicated website with 200 best practices in RES** in Poland
- 2006 – organisation of international conference „**Second European Conference of Municipal Energy Managers**” in Warsaw

**ZPP**

- Clients and target groups: counties and municipalities
- Rural areas more important than urban ones
- RES priority RUE important
- Support for counties and municipalities in energy planning and programming of EU structural funds
- Dissemination of good investment practices and organisation of contests for the best RES investment

**EAs**

- Important clients and target groups: housing associations, municipalities, SMEs, RES investors
- Cities more important than rural areas (except biomass production)
- RUE & energy auditing priorities;
- RES and energy planning important fields of activities
- Active search and use of national public funds (environmental & innovation funds) and EU programmes.

>Tasks of ZPP & EAs are complementary  
>Broad scope of EAs activities required broader partnership with financiers, industry and RTD units & international (EU) partners  
>Longer „planning” perspective of ZPP clients needs longer term objectives and time for decision making

- Same offered service: energy audit** in:
  - public/municipal buildings
  - housing associations.
- PAE well recognised** by clients
- Same communication tool** – letter with description of legal background, benefits and simple questionnaire for sending back
- Results:**
  - no answer from municipalities,
  - very high responding rate from housing associations
- Possible explanations of the results:**
  - timing important; for a few months before election there is a „dead time” for successful new sustainable energy initiatives
  - in the case of municipalities, it is very demanding to have direct contact at the beginning of the action

- Various LEA clients have *different emphasis* on: energy security, environment and competitiveness and innovation, and *require individual approaches* and specific marketing strategies
- Traditional utilities still would like *to sell rather fuels, heat and electricity* than *innovative energy services* and energy actors can not fully benefit from partnership with utilities yet
- There is still a *gap between current expectation of some clients* (energy utility, municipalities) *and priorities of national and EU energy policies* (potential support for local energy actors & clients)
- *Single technology driven marketing approaches* seems to be more effective than providing robust/general solution of identified energy problem. Services and products offered by LAE should be „*ambitious enough but realistic*”
- *Marketing of the innovative* sustainable energy technology must be *accompanied with financial package*
- There is *lack of professional market research* (poor understanding of clients) and deficit of professional engineers employed (*shortage of technical competences*) to cover the gap between real expectation of the clients and possibilities of local energy actor to deliver solution

Market environment for Local Energy Actors is **complex and dynamic** and **courses in marketing and information exchange within the network** are recommended.

Thank you for your attention

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