



Croatia

**Competence Centre
Business Plan**

Summary of the business idea (competence centre) (What will the competence centre do, who will launch it? What human and financial resources will it have access to, who is the target group?):

Location of Centre (physical or virtual location):	Virtual location- part of www.regea.org
Legal status of competence centre:	The Centre will be integrated into REGEA's own organizational body and activities, so the EFCC will be completely in its ownership and have copyright authority
Services offered by competence centre (what is your unique selling point?):	<p>The main goal of establishing EFCC is to promote E-FIX approach (developed procedures and tools) through spreading the gained knowledge and experience. The Centre will give support to all relevant stakeholders and try to lessen financing gaps already identified in the beginning of the project, as well as serve as a unique tool to implement activities defined within the Action Plan. It will represent a form of one stop shop where all interested parties will receive expert advices and technical assistance in the field of innovative financing mechanisms for energy projects. In that way the Centre will cover the needs from both public and private sector, as well as general public.</p> <p>More precisely, it will offer workshops for project developers, technical assistance for project developers, bilateral consultations, development of promotional materials and guidelines and organization of events.</p>
Competition (who else is offering similar services in your market? Is there demand on the local market for your product?):	<p>Currently in Croatia there isn't any similar web page developed as a one stop shop where you can find all information regarding development of EE/RES projects and also receive technical assistance and advise on how to develop and implement those projects, as well as receive advices on how to finance them. You can find some of the information, mainly online, but they are scattered on different web locations/pages and not so approachable and user friendly.</p> <p>Project development capacities of project initiators, especially in the field of energy, are quite low and improvement of knowledge and</p>



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	skills of both public authorities and private sector is key for providing a future pipeline of quality made projects. Since Croatia is pretty much grant dependent culture and grants are quickly exhausted, the demand for other types of financing, and how to develop such kind of projects, is rather high.
Organisational Structure (what management structure is foreseen? How many staff members will there be? Attach organigram):	The Manager of the EFCC will be REGEA. Detailed information on human resources needed for the successful operation of the EFCC are given in the E-FIX Action Plan for Sustainable Roll-out of Financing Mechanisms
Target group (who are you trying to target with your services?):	Practitioners, energy project developers and potential investors- target group will include public and private sector and general public
Marketing Strategy (How will you reach your target group?):	EFCC will be promoted through social networks (Facebook, Twitter, Instagram), professional networks (LinkedIn), workshops organized within other projects, monthly Newsletter and similar.
Financial planning (how much money is required to launch the centre? How will funds be mobilised? How much will staff cost?):	Detailed information on financial resources needed for the successful operation of the EFCC are given in the E-FIX Action Plan for Sustainable Roll-out of Financing Mechanisms
SWOT Analysis (What are the strengths, weaknesses, opportunities and threats for your competence centre?):	<p>Strengths</p> <ul style="list-style-type: none"> • First online one stop shop for financing of energy related projects; • In house experts covering the field of innovative project financing- profound knowledge in energy project development and implementation of numerous EU and national projects; • Manager of the EFCC and available experts are located within the same institution; • Provision of full expert advice for free; • Offering other types of knowledge transfer- workshops, bilateral consultations....; • Good relationships with all relevant stakeholders within energy sector; • Already established marketing strategy and recognition. <p>Weaknesses</p> <ul style="list-style-type: none"> • Wider range of offered services- REGEA is mainly focused and recognized in the part of North-West Croatia;



	<ul style="list-style-type: none"> • First time managing of such online competence centre; • Small team and necessity to include more people to conduct some types of activities (for example workshops); • EFCC managing requires a detailed plan of activities and excellent organization which must be aligned with the regular workload of the EFCC team. <p>Opportunities</p> <ul style="list-style-type: none"> • Online access to information, especially regarding the current COVID-19 situation; • In line with the new Croatian Development Strategy until 2030 and other relevant national documents in the field of innovation potential in investments from public and private funding sources; • Possibility to connect with other EU centres, especially developed within E-FIX project, in order to exchange knowledge and experiences; • Opportunity to shape and influence national legislation regarding innovative financing mechanisms. <p>Threats</p> <ul style="list-style-type: none"> • Lack of awareness and interest among relevant stakeholders on innovative financing mechanisms; • Croatia boasts one of the lowest percentages of internet users in EU; • Non-existent legal framework regarding innovative financing mechanisms; • Not enough interest from the national authorities and decision makers to participate in activities organized by the EFCC; • Possible competition in form of other energy agencies, consultants to implement similar Centre/web page.
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