



Poland

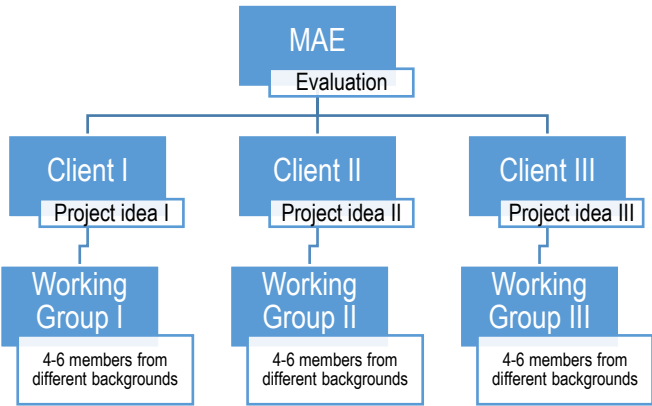
**Competence Centre
Business Plan**

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?):

<p>Location of Centre (physical or virtual location):</p>	<p>Virtual communication with potential clients through contact form http://www.energia-klaster.com.pl/pl/ Physical meeting/consultations in MAE's headquarters</p>
<p>Legal status of competence centre:</p>	<p>Established in 2011 Mazovian Cluster of Energy Efficiency and RES will continue to provide services as the Energy Financing Competence Centre, i.e. contact point for practitioners, energy project developers and potential investors searching for appropriate energy financing mechanisms.</p>
<p>Services offered by competence centre (what is your unique selling point?):</p>	<p>1. Comprehensive advisory services Cluster members comes from several backgrounds energy experts, financial experts, lawyers, marketing agencies, certifying bodies, training institutions. This mix gives opportunity to offer clients comprehensive advice and evaluation of their investments (one-stop shop). The cluster can lead the client from the idea of the project to its complete implementation</p> <p>2. Comprehensive funding opportunities The Center will analyse the financing possibilities and, depending on the project, will propose financing options, taking into account not only the available public funds, which may be limited in the time of changing the perspective and COVID-19, but also innovative financial instruments e.g. EPC, Crowdfunding, ELENA, EUCEF, energy fund etc., which may be the only solution in many projects.</p> <p>3. EPC instrument In Poland, the EPC instrument is still a great unknown There is a great potential of projects related to energy efficiency (including, in particular, in the field of thermal modernization of buildings and urban lighting). With rising electricity prices increasing the propensity to implement projects in the EPC formula - a formula that allows to minimize the level of liabilities incurred by beneficiaries. Difficult procedures and a lack of sufficient information mean that potential beneficiaries need guidance and support - this is where the center comes in.</p> <p>4. Portfolio of completed projects E-FX project gave an opportunity to develop impressive project portfolio which will help build customer trust and promote the initiative.</p>



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<p>Competition (who else is offering similar services in your market? Is there demand on the local market for your product?):</p>	<p>In Mazovia Region there is no identified institute that offers this kind of complex advisory (one-stop shop) on energy project and demand is very high. Many organizations/individuals are looking for funding opportunities for energy projects. Giving limited access to information (especially innovative funding opportunities) and complexity of the process they very often give up at the first failures related to the wrong choice of financing or lack of knowledge.</p>
<p>Organisational Structure (what management structure is foreseen? How many staff members will there be? Attach organigram):</p>	<p>MAE has refined the cluster website by adding new scope of support and a contact form that will initiate the first communication process with a potential client of the Center. After receiving filled in form MAE will evaluate the project idea and develop working group (4-6 members from different backgrounds – e.g. 2 energy expert, 1 financial expert, 1 legal support, 1 marketing agency etc.) that will advise on the project and provide comprehensive support from the beginning to the end.</p>  <pre> graph TD MAE[MAE] --> Eval[Evaluation] Eval --> ClientI[Client I] Eval --> ClientII[Client II] Eval --> ClientIII[Client III] ClientI --> ProjI[Project idea I] ClientII --> ProjII[Project idea II] ClientIII --> ProjIII[Project idea III] ProjI --> WG1[Working Group I] ProjII --> WG2[Working Group II] ProjIII --> WG3[Working Group III] WG1 --- WG1Info[4-6 members from different backgrounds] WG2 --- WG2Info[4-6 members from different backgrounds] WG3 --- WG3Info[4-6 members from different backgrounds] </pre>
<p>Target group (who are you trying to target with your services?):</p>	<ul style="list-style-type: none"> • Local and regional units; • SMEs; • Research and innovation centers; • Universities; • Medical units; • Cultural and religious units.
<p>Marketing Strategy (How will you reach your target group?):</p>	<p>Strengthening sustainability, promotion and providing information: publication of 5 press releases and articles in local/regional media; adaptation of the cluster website; preparation of promotional materials brochures/handbooks; participation and promotion at local / regional energy-related events n. 5 events - conferences, workshops and seminars;</p>



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<p>Financial planning (how much money is required to launch the centre? How will funds be mobilised? How much will staff cost?):</p>	<p>al and regional meetings with municipalities.</p> <p>The implementation will involve many resources such as funding, technical assistance, and materials. Estimating the cost of all actions will help the planning team target the most appropriate resources. Sources of the funding may include the general operating budget, staff time and more. The planning team should also consider opportunities for charging the private sector for funding advise and technical consultancy, fees for sponsors on EFCC website and events, income from publication, as well as resources that may be provided by Mazovia Energy Cluster member institutions. Cluster members can add the original own contribution, the equivalent of know-how and experience app. 10000€, rest of the costs will ne covered from commercial activity. The annual budget is estimated 200,000€ to cover the basic operational costs and finance 4-6 members of staff.</p> <p>There is also new financing opportunities (subsidies) provided by Mazovian Voivodeship in financing development of Cluster. Mazovia Energy Agency intends to approach open calls to obtain additional funding.</p>	
<p>SWOT Analysis (What are the strengths, weaknesses, opportunities and threats for your competence centre?):</p>	<p>Strengths</p> <ul style="list-style-type: none"> • Wide experience in already developed projects; • strong and multi-dimensional composition of the cluster with expert in several backgrounds; 	<p>Weaknesses</p> <ul style="list-style-type: none"> • failure in obtaining additional funding, • primary cluster might have to use internal resources.
	<p>Opportunities</p> <ul style="list-style-type: none"> • Huge demand of the proposed services; • Already build connections and trust with several stakeholders (e.g. local, regional authorities) that can might become potential clients 	<p>Threats</p> <ul style="list-style-type: none"> • Poor scale of promotion and failure to properly inform potential customers



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