



LAUNCH

EDUCATION

PROGRAMME

TESTIMONIALS



ABOUT THE PROGRAMME



The LAUNCH Education Programme (LEP) has been developed by the project partners with the overarching objective of improving the knowledge and understanding of project developers of key financial and commercial topics. This learning journey is part of the LAUNCH Pilot Programme where companies active in the sustainable energy market can test and provide feedback on the LAUNCH material.

A total of 6 companies joined the LEP, each operating in a different EU country: Italy, Portugal, Latvia, Greece, UK and Belgium. 4 of the 6 companies are Energy Service Companies (ESCOs) offering energy-as-a-service in both the public and private sectors, while two of them are project aggregators/consultancies.

The programme is structured as follows:

MODULE 1 - How to grow your business

- Part A: The LAUNCH standardised contract in practice
- Part B: Applying the LAUNCH Risk Assessment Protocol

MODULE 2 - Accessing growth capital

- Financial spreadsheet and company presentation templates for equity finance

MODULE 3 - How to know your customers and build a strong sales process

- Value propositions and customer personas

To learn more about the programme visit [our website](#).

WHITENERGY

Italy

"We joined the LAUNCH Programme for two important reasons. First, it is one of the few management training programs developed ad hoc for the energy efficiency sector. A sector in which, at least here in Italy, ESCos are mainly SMEs with few employees, mostly engineers, and operate as small consulting firms rather than with business logic. Management training for these ESCos is essential. Whitenergy is an innovative company oriented towards managerial culture and considers these types of courses important. The second element is the international dimension of the Programme. Companies from all over Europe participate in LAUNCH courses and events. It is an opportunity to exchange and evaluate the evolution of similar realities located in different countries, and to check the new trends in the world of energy efficiency in Europe."

"The Risk Assessment Protocol is an excellent track to follow to understand the risk assessment of any energy efficiency project. It uses a correct and simplified logic, in its compilation integrated with project management techniques. It allows you to learn a universal method but it is also customizable to a specific project."

- *Salvatore Fadda, Energy Efficiency Expert*

"The growth capital materials are a useful reinterpretation of techniques that are known to us but which are brought into the reality of energy efficiency. These sessions are also an important learning moment and a way to test our business model and pitches with industry professionals."

- *Gianluigi Mele, CEO*

Our goal is to integrate some LAUNCH tools into the Whitenergy procedures. We are particularly interested in including the RAP in our procedures for evaluating energy efficiency measures. The growth capital material, instead, will be useful to check our pitches before presenting our business to some investment funds."



Whitenergy is specialized in implementing energy efficiency initiatives for industrial customers, with the aim to achieve savings in terms of reduced energy consumption and possibly energy efficiency certificates or other forms of incentive. Whitenergy invests directly through EPC Contracts with an integrated approach that ranges from the audit, to the realization, monitoring and funding of the initiatives.

To learn more visit www.weeg.it



Gianluigi Mele
CEO



Salvatore Fadda
Energy Efficiency Expert

RCG LIGHTHOUSE

Latvia

"We decided to join the LAUNCH Education programme because we want to learn and share the best practices to facilitate transition to the most efficient LED lighting technology.

Our vision, in fact, is to become the largest Lighting as a Service company in Europe.

Being aware of the reputation of the LAUNCH project partners and their expertise in the sector, we were sure the experience would have added value to our team."

"Standardization is the key in lowering transaction costs and the cost of finance for energy efficiency across Europe. The challenge here is the adoption and country level support to roll it out as soon as possible."

"The growth capital sessions covered well the basics that ESCos should learn about raising money, be it debt or equity. I think that the materials should be adjusted depending on the investor ticket size and investor profile."

"We would enjoy continue sharing practices across Europe to facilitate faster adoption of energy efficiency measures and adjust our operations to the best available practice."

- Kaspar Osis, Chairman



RCG LightHouse is a supplier-independent LED Lighting as a Service company which accelerates transition to the world's most efficient LED lighting technology with zero upfront investment and zero technical risk. RCG LightHouse has completed more than 250 projects installing more than 100 000 lighting fixtures for companies such as JYSK, COOP, Scania, Jeld-Wen, Orkla, Coca-Cola and others.

To learn more visit www.lhouse.eu



Kaspars Osis
Chairman

ENERGINEERING SOLUTIONS

United Kingdom

"We joined the Education Programme because, being in the industry of Industrial Energy Efficiency offering a range of services from audits, to consultations and preparation of EPCs, we realised that we miss standardised communication and marketing process."

"The Standardised Contract form is really helpful in simplifying a complicated business model with many technical aspects into a language that is comprehensive and understood by investors and funding experts as well as industrial customers. This was something that we missed and did not know we were missing before participating in the Education Programme."

"The RAP is a protocol that contains literally everything a business in the field would need. Although it is quite time-consuming to complete and there is some resistance on behalf of the clients, it puts things in the right perspective and significantly contributes to all involved parties feeling secure and safe."

"The company presentation is a very useful guide for us to present our company to investors in a way that is not just technically oriented. This means that it also includes important legislative and financial details that add up to precision and credibility, speeding up a process that would otherwise take additional meetings and email exchange."

"In our company we are already using the material provided by the LAUNCH Education Programme and they have been integrated as very important tools in our processes."

- Anastasios Vasilopoulos, Co-Founder



Energinering Solutions is a private partnership specializing in industrial efficiency optimization, strategic advisory and special project financing based on energy performance. With 10 years experience in plant auditing, energy & heat transfer data analysis and redesigning solutions, we succeed to unveil waste energy potential related to industrial processes or HVAC for large facilities and implementing sophisticated solutions that efficiently recover energy from waste to financial profit.

To learn more visit
www.energinering.co.uk



Anastasios Vasilopoulos
Co-Founder



Project Consortium:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 847048.