

# Business creation workshop in conjunction with KIC InnoEnergy

Executive Summary



Executive Summary Proficient D8.5 – Business creation workshop in conjunction with KIC InnoEnergy

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## Executive Summary

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## Publishable executive summary

The aim of the Proficient project, funded under the FP7 programme 'Energy efficient Buildings' (EeB) is to facilitate and promote Collective Self-Organised (CSO) housing for energy-efficient neighbourhoods. In CSO housing, a group of individuals organize themselves within a contractual agreement on a collective level for the realization of their settlement, either newly built or retrofitted. The target group of the project consists of end users on the demand side of products and services and SMEs on the supply side.

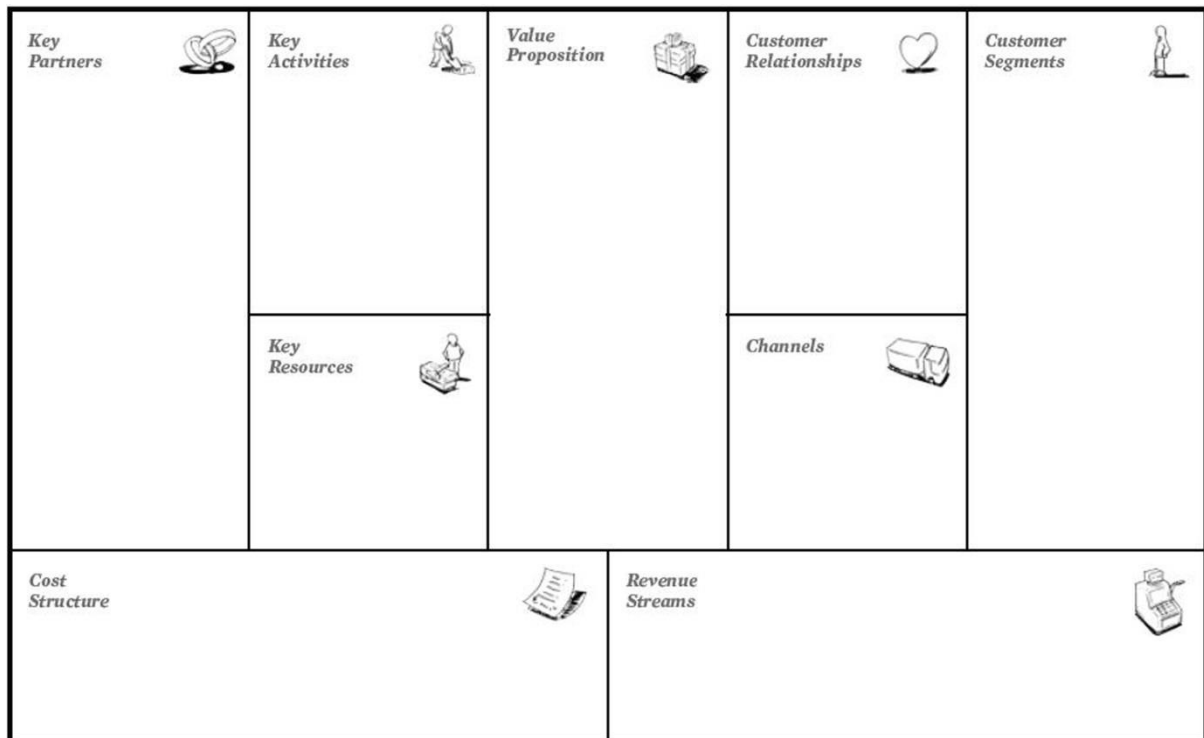
In the spring of 2014, the members of the Proficient project met in The Hague to participate in the General Assembly meeting and to visit three sites of retrofit pilot projects in the neighborhood.

In order to learn from the cases and to contextualize the theory Proficient consortium is working on, a workshop was organized right after the site visits. The main aim of this workshop was to distillate business opportunities from the three renovation cases, in particular for SME's and create business plans from them.

The Dutch Chamber of Commerce (KvK) was invited to facilitate the workshops, as they are very experienced in business awareness and business creation for Dutch SME's. Besides, the Chamber of Commerce is partner of the international KIC Inno-energy group, dealing with business creation activities.

Two parallel workshops were organized, an international one (mainly with participation from the Proficient consortium partners), and a national one (with participation from Dutch SME's and local municipality who were invited for the purpose). The latter workshop was in the Dutch language. The present deliverable reports of the results, and findings of the two workshops.

Workshops were organized with the intention to identify new business opportunities by means of the business canvas model (Osterwalder, 2008).



*Illustration of Osterwalders' Business Canvas*

Main findings of the business creation workshop have been summarized in business canvasses focusing on the context of the site visits. Contextualizing the canvasses provided fertile soil for business opportunities, from an adjusted ESCO model for sustainable renovation of the senior housing project, up to a project development idea to facilitate and organize the CSO in the 'Schoolstraat' project. In general, the business canvas model was known by most of the participants, but still helped to provide structure on the road ahead.

Conclusions, in particular related to new business opportunities for SME's. One strong impression remaining after the discussion of results of the business creation workshops, is that further international cooperation can help to adopt new and apply them into a new context, such as another country. Promising business forms may need adaption for a number of reasons (local laws and zoning restrictions), but they are very helpful in identifying new ways to deal with energy efficient housing and renovation in The Netherlands, and, in general, in the EU.