

1st Project Newsletter

TABLE OF CONTENTS:

Page 1

- The PeSCoS Project
- The Process

Page 2

- The PeSCoS "Genie"
- Target Group
- Benefit for SMEs
- European legislation

Page 3

- Key Objectives
- Major Outcomes

Page 4

- The Participants

Page 5

- Project Work Plan
- Kick-off Meeting

Page 6

- Online Survey
- PeSCoS website
- Follow us on Social Networks



Personalised Training System for SMEs



Education and Culture DG

Lifelong Learning Programme

Personalised Sustainability Coaching for SMEs: The PeSCoS Project

The PeSCoS project, started on 01/11/2010, aims to provide a personalized training system for SMEs to be able to eliminate their unsustainable ways and

embrace new, greener habits.

The aim is to offer personalized training to SMEs on the amount of carbon, energy, natural resources, Euros and

other resources they expend through hundreds of choices and daily actions in an effort to diminish their negative impact on the earth.

The PeSCoS process involves the following distinct steps:

1. Calculation of the current carbon footprint of an SME (generic footprint & footprint attributed to each main energy area: Heating, Electricity, Transportation, Recycling)
2. Generation of a detailed action plan for the SME, per energy area of interest, structured in the form of a "shopping list" comprising actions

The Process

categorized as follows:

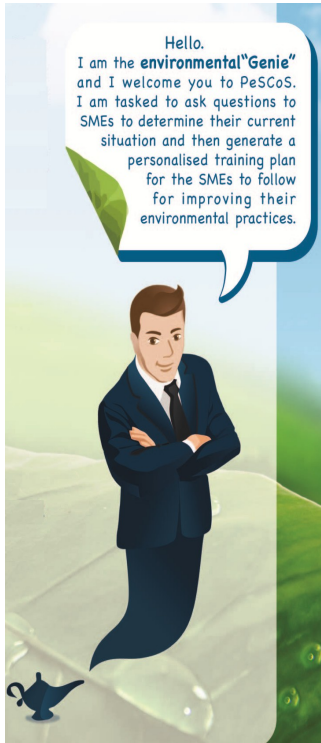
- Simple actions that can be implemented immediately without an investment.
- Simple actions that can be implemented immediately but require an investment.
- Actions that have prerequisites (other actions need to be implemented first), but require no investment.
- Actions that have

prerequisites and require an investment.

3. Selection by the SME of the actions to implement and calculation by the tool of the associated reduction in CO₂ emissions
4. Production of a personalised training plan to support the SME with the implementation of the selected actions.
5. Follow up on the implementation of the actions by the SME.



The PeSCoS “Genie”



At the heart of the training system will be an environmental “genie” which will guide the SMEs so as to provide the necessary inputs with respect to the characteristics of their business (e.g. recycling system, heating system, etc.). Following the provision of all the necessary information, the “genie” will produce a detailed report explaining to the SME how to cut costs and turn its business greener. The training system will be geared to small and medium businesses looking to save money, be less harmful to the environment and create a “strong environmental brand ethos” amongst customers and staff.

Target Group

The targeted SMEs belong to the following industries:

- Food & Beverage
- Services
- Shops (retail)
- Production (raw materials, industrial SMEs)

Benefit for SMEs

- Save money
- Be less harmful to the environment
- Create an environmental culture amongst customers and staff

European Legislation



Learn the GREEN way

EU has introduced a directive (Directive 2009/28/EC) for the support of renewable energy sources, demanding the increase to the consumption of energy from renewable sources to approximately 20% by 2020.

Plenty of SMEs would like to diminish their

negative impact on the earth for environmental and economical reasons but aren't sure exactly what to do about it as there is no comprehensive advice.

The PeSCoS project (www.pescos.eu) contributes towards the increase of energy consumption from

renewable sources by promoting awareness to SMEs with regards to their footprint and prompting them through practical actions designed specifically to address their needs to withdraw from their current unsustainable ways and embrace new, greener habits.

Key Objectives

The main objective is the implementation of a personalised, adaptive training system for SMEs to embrace "greener" habits and it will be realised through the following intermediate objectives:

- Elaboration of the State of the Art in carbon footprint calculators, especially industry oriented calculators and when applicable utilizing also regional and industry specific characteristics
- Identification of the sustainability needs of SMEs from the target group in the partner's regions in order to personalise the unsustainable ways withdrawal plans based on their characteristics.
- Design of a set of CO₂ reduction actions per energy area and specific to the individual characteristics of the SMEs, accompanied by the associated reduction in CO₂ and categorized according to their implementation cost and effort.
- Development of the appropriate training material to cover all important aspects of environmental sustainability related to the implementation of the carbon reduction actions selected by the SMEs
- Organisation and execution of a set of pilot experiences for the assessment of the results by the intended users.

Turn GREEN

Recycling
Electricity
Heating
Transportation



"The PeSCoS project concerns the implementation of a personalised training system for SMEs to be able to eliminate their unsustainable ways and embrace new, greener habit"

Major Outcomes

The PeSCoS personalised online training system for SMEs comprises:

- A carbon footprint calculator capable of utilizing regionally specific datasets and industry sectors characteristics for calculating the current footprint of the SME (general footprint corresponding to the main energy consumption of the SME, as well as footprint corresponding to the individual energy areas of the project)
- A set of CO₂ reduction actions per energy area, specific to the SMEs individual characteristics and accompanied by the associated reduction in CO₂ emissions and implementation costs
- Training material covering energy reduction in the areas of recycling and heating systems, electricity, paper consumption and transportation to support the SMEs with the implementation of the selected actions
- A tool for the automated creation of personalised unsustainable ways withdrawal plans geared to SMEs.
- A set of best practices for the application of energy saving materials, tools and procedures for SMEs to embrace new, greener habits.

The envisaged impact comprises the reduction of the carbon footprint of SMEs through the promotion of "greener" choices and operational ways.

The Participants



Avaca Technologies S.A. (AT): An independent consultancy based in Athens Greece, which provides consulting, informatics and engineering services.
www.avaca.eu



Technical University of Lodz

Technical University of Lodz (TUL): A technical university (fourth largest in Poland) supporting the idea of sustainable development through the promotion of enterprise development, environmental protection, resources or energy management, etc.
www.p.lodz.pl



eurocrea merchant
consulenza direzionale d'impresa

Eurocrea Merchant srl (EM): An

experienced consultancy active in the area of energy, with a solid project management methodology based in Italy.
www.eurocreamerchant.it



AREANATEjo

AREANATEjo (ATEjo): Regional and Environment Agency from North Alentejo involved in energy efficiency good practices spreading, environment safeguard and management.
www.areanatejo.pt



FUNDITEC (FT): A not for profit public equivalent body, whose main mission is to contribute to the economic and social

development through the promotion of innovative solutions.
www.funditec.org



FAVINOM Consultancies (FC): An integrated strategic communication consulting offering a wide range of specialised services including personalized ICT enabled learning.
www.favinom.eu



www.wijzijnkoel.nl

Wij Zijn Koel (WZK): A consultancy specialised in Strategies for Sustainability which challenges its clients to lead the way in the transition towards a sustainable economy through innovation, inspiration and communication.
www.wijzijnkoel.nl

PeSCoS consortium is made of 7 European organisations experienced in transnational projects promoting sustainable development



Project work Plan



The work plan is organised under 8 workpackages comprising a series of tasks (T), most of which result to one or more deliverables.

WP1 – Management and coordination of the project

- T1.1 Project Management & Coordination
- T1.2 Technical Management
- T1.3 Best Practices and Lessons Learned

WP2 – Sustainability Auditing, Needs Analysis and Unsustainable Ways Withdrawal Planning

- T2.1 Formation of an Environmental Sustainability Experts team
- T2.2 State of the Art on Carbon Footprint Calculators
- T2.3 Sustainability Auditing Research – Identification of Sustainability Needs for SMEs
- T2.4 Unsustainable Ways Withdrawal Planning (Adaptive withdrawal planning & Training programme structure and specifications)

WP3 – Training Material Development

- T3.1 Design of Unsustainable Ways Withdrawal Training Material
- T3.2 Development of Training Material
- T3.3 Localisation / Language Adaptation of Training Material

WP4 – PeSCoS Delivery Platform Implementation

- T4.1 Customisation of eLearning Platform
- T4.2 Design of PeSCoS Certification Scheme & Development of Testing Material
- T4.3 Integrations and Upload of Content
- T4.4 Testing
- T4.5 Integration of Feedback, Corrections and Improvements

WP5 – Validation and Assessment

- T5.7 Execution of Assessment Exercises
- T5.2 C7-ollection & Processing of Feedback

- T5.3 Adjustments and Modifications
- T5.4 Pilot Operation

WP6 – Dissemination

- T6.1 Establishment of Dissemination Strategy
- T6.2 Preparation of Dissemination Material
- T6.3 Execution of Dissemination Activities
- T6.4 Open Information Days
- T6.5 Publications

WP7 – Exploitation

- T7.1 Preparation of Exploitation Strategy
- T7.2 Execution of Exploitation Activities
- T7.3 Succession, Continuation and Commercial Exploitation

WP8 – Quality Assurance

- T8.1 – Quality Assurance
- T8.2 – Best Practices & Lessons Learned
- T8.3 - Project Assessment & Closure

Kick Off Meeting

The Kick Off Meeting was held in Athens on the 16th of November 2010. The main operational items discussed during the meeting comprised:

- The methodology of the project in terms of the work packages making up the project.
- The inputs to be considered for the elaboration of the state of the art for the carbon footprint calculators
- The detailed definition of the target groups of the project
- The data entry process to be supported by the PeSCoS “Genie” at each layer of the footprint calculation process
- The desired accuracy of the PeSCoS footprint calculator and the international standards to be followed
- The context of the PeSCoS certification, the process and the desirable outcome
- The organization and execution of the needs identification process for the target groups

- The initial ideas with regards to the organization and execution of the assessment exercises for the PeSCoS platform

The next meeting will be held in Barcelona in September 2011.



**Learn
the Green Way**
Go to www.pescos.eu



More
information

Visit our WEBSITE
www.pescos.eu

for more information
about the project, to
subscribe to our
mailing list and receive
our newsletter.



Online Survey - PeSCoS Survey on SME Sustainability Needs

The PeSCoS Survey on SME Sustainability Needs was launched on 08/06/2011

The identification of the Sustainability needs of SMEs is important because it will provide the opportunity for the SMEs to indicate what they know in terms of the measurements they will be asked to provide to the PeSCoS system. This way it will become apparent what difficulties they have understanding the required information and obtaining the required

information and it will be possible for the system to help them about what to do to provide accurate information (prerequisites - what to have at hand before starting the process) and thus improve the overall accuracy of the footprint calculator.

A broad range of SMEs will be invited to express their opinions with respect to their needs and requirements regarding environmental sustainability, as well as to outline their

expectations from PeSCoS products and services.

To access the survey go to the PeSCoS website www.pescos.eu, access the survey directly via <http://svy.mk/16sY5s> or use your smart phone's QR reader to scan this image:



Don't forget to follow us on social media

 Twitter:
[@PeSCoS_DOI](https://twitter.com/PeSCoS_DOI)

 Delicious Stack: PeSCoS -
Personalised Sustainability
Coaching for SMEs

 LinkedIn Group: PeSCoS
- Personalised Sustainability
Coaching for SMEs




Queries about the
project:
info@pescos.eu



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.