



# STRATEGY TO SCALE:

Regional innovation driving Europe's green and competitive future

Wednesday, 17 February | 9:30 a.m. – 14:30 p.m.  
Brussels, Belgium



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the European Union**

# About KSSENA

The KSSENA Energy Agency was established in 2006 as part of the Intelligent Energy Europe (IEE) programme.

- FOUNDERS:**

Municipality of Velenje



Municipality of Celje



Municipality of Slovenj Gradec



Velenje Public Utility Company



- AREAS OF WORK:**

Energy management

Energy renovation

Project development

Education and awareness raising

Policy co-creation

Promoting development

Investments in RES

Stakeholder involvement

# About KSSENA

- **NUMBER OF EMPLOYEES: 14**

- **NETWORKS:**



- **PROJECT WORK:**

## **More than 50 successfully completed international projects:**

- IEE, SEE, Interreg (Europe, AS, DTP, CE, ADRION, MED), Horizon (2020, Europe), LIFE, EUKI, ESPON, cross-border cooperation (SI-AT, SI-IT, SI-HU, SI-HR), CF, etc.
- **Categories:** CSA; RIA; PDA; Innovation procurement, Investment and deployment, etc.

# ENERGY RENOVATION OF BUILDINGS

- Facilitated well over €20 million of investment in energy refurbishment
- Overseeing the process from pre-investment analysis and feasibility studies to the issuance of operating licences.
- Specialised in acquiring co-financing from structural funds and by means of alternative investment mechanisms (EPC, ESC)



# RENEWABLE ENERGY SOURCES

## Municipality of Velenje

Installed Power: 17.4 kWp  
Electricity production:  $\approx$  17.4 MWh  
Generated income in EUR:  $\approx$  € 6,600  
Selected contractor: BISOL, d.o.o.  
Completion of works: 7/2010



## Livada Primary School

Installed Power: 49.68 kWp  
Electricity production:  $\approx$  50 MWh  
Generated income in EUR:  $\approx$  € 19,000  
Selected contractor: Antim, d.o.o.  
Completion of works: 12/2010



## Gustav Šilih Primary School

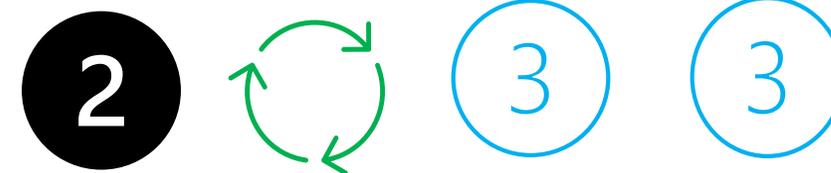
Installed power: 46 kWp  
Electricity production:  $\approx$  46 MWh  
Generated income in EUR:  $\approx$  € 18,000  
Selected contractor: Antim, d.o.o.  
Completion of works: 12/2010



# About the **KSSENA** organisation



- **FOCUS:**  
Energy and environment
- **CONTEXT:**  
Coal mining region in transition (SAŠA)



# About Greet CE | Project summary

**PROJECT TITLE:** Green transition in Central Europe

**TYPE:** Capacity Building - Strand 2b (I3-2022-CAP2b)

**DURATION:** 24 months (November 20<sup>th</sup> 2023 – November 19<sup>th</sup> 2025)

**BUDGET:** 1,398 million EUR (funding rate: 100%)

**PROJECT COORDINATOR (LP):** KSSENA

**PROGRAMME:** Interregional Innovation Investment (I3) Instrument

**MANAGING AUTHORITY:** EISMEA (European Innovation Council and SMEs Executive Agency)



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# About Greet CE | Stakeholder survey

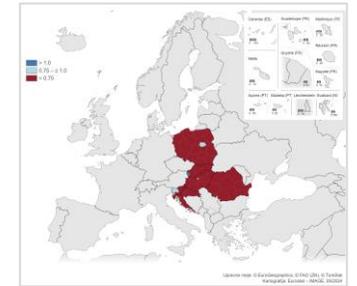


**PROJECT CONSORTIUM:** 8 organizations from 6 countries with a proven track record in business, social, and technology innovation, EU projects and financing, sustainability policy innovation.

**ASSOCIATED PARTNERS** - 21 organizations from 6 countries, including: 5 universities (from 4 countries), 9 industry associations/clusters, 2 public bodies, 1 research institute and 4 SMEs.

## PRIMARY TARGET REGIONS:

- Less developed Central European regions in HR, HU, PL, RO, SK and SI.
- Portuguese Outermost Regions (Madeira, Azores) – Blue Bioeconomy (+PT biomethane, EE project bundling)

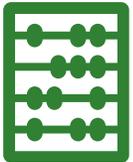


# About Greet CE | Increasing capacity



## INDUSTRY VALUE CHAIN ANALYSIS

**Involves examining the various stages of a product's / service production, from procurement all the way through the final purchase by end-users.** In Porter's value chains, Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, and Service are categorized as primary activities with several supporting activities as well.



## BUSINESS CASE

**Provides justification for undertaking a project, program or portfolio within value chains.** It evaluates the benefit, cost and risk of alternative options and provides a rationale for the preferred solution. It captures the reasoning for initiating a project, presented in a well-structured document.



## ROADMAP

**A strategic plan that defines a goal or desired outcome and includes the major steps or milestones needed to reach it.** It also serves as a communication tool. Smart Specialisation Strategies (S3) is one of the global methodologies for Science, Technology and Innovation (STI) Roadmaps for the achievement of Sustainable Development Goals. It uses participative bottom-up processes.



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# Innovation | Greet CE niche pilots



## Digital (sustainable) energy:

advanced monitoring and control for matching supply and demand, supporting a decentralised RES-based energy system.



**Eco-construction:** Sustainable materials and innovative products for energy renovation that reduce resource usage and GHG emissions.



**Renewable gases** as alternative energy vectors and feedstock for circular industrial processes.



**Regenerative farming:** circular and regenerative food systems that restore soil, protect water resources and promote biodiversity.



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**Advanced monitoring and control technologies to balance energy supply and demand**, supporting a decentralized network based on renewable energy sources (RES). This approach supports the integration of various renewable sources, enhancing sustainability. Ultimately, it promotes a more efficient, decentralized, and green energy infrastructure.



The construction sector is responsible for over 35% of the EU's total waste generation. Greenhouse gas emissions from material extraction, manufacturing of construction products, as well as construction and renovation of buildings are estimated at 5-12% of total national GHG emissions. **Greater material efficiency could save 80% of those emissions.**



**Transitioning to a circular and regenerative local food system means growing food in ways that restore soil, water and biodiversity**; while distributing and supplying food in improved ways. A holistic redesign of regional food production, markets and retailing systems is therefore needed. Food and nutrients should not go to waste.



**A focus on building energy management and smart grids.** Digitalization can help integrate the growing share of renewable energy by delivering flexible electricity systems that provide demand-side solutions and energy storage. In October 2022, the Commission adopted the *"Digitalizing the energy system - EU action plan"*.



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**Thank you!**



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