



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

RVO - The Netherlands



Netherlands Enterprise Agency



Name of Project/Programme

GREEN WEDGE

<https://ispt.eu/about-ispt/>

<https://www.youtube.com/watch?v=UNAbWg-w5FI>

Description of Project

This project was aimed at improving the capacities and capabilities of suppliers of sustainable energy technology from SMEs in the process industry. First the biases and presumptions of the target group were analysed, followed by a science-based training to promote an effective method of offering sustainable energy technology for the process industry. The project built upon the knowledge developed from a previous project (Green by Choice, Green by Design), and put emphasis on the side of the seller and a business- to-business context. The previous project showed that in addition to a lack of knowledge on the buyer side, there is also self-censorship on the supplier side, which means that sustainable variants of technology are hardly or not offered at all in the chain. The Green Wedge project aimed, by means of a newly developed workshop format, to come up with substantiated and tested innovative approaches that can change this situation. The project was carried out by external scientists.

Aim/Expected Impact of Project

Improved conditions for the sales of sustainable equipment and enhanced demand for sustainable solutions in dwellings, especially heat pumps. The project aimed at capacity building among sustainable technology suppliers. The ultimate goal of the project was for technology suppliers to develop a more effective approach to actively market their sustainable technology. The main result of the project was a workshop format.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration

The Sustainable Energy Development Agency (SEDA) take part in the Monitoring Committee of the OPIC 2014-2020, as well as in the Thematic Working Group for development of the operational programme for the new programme period 2021-2027.