



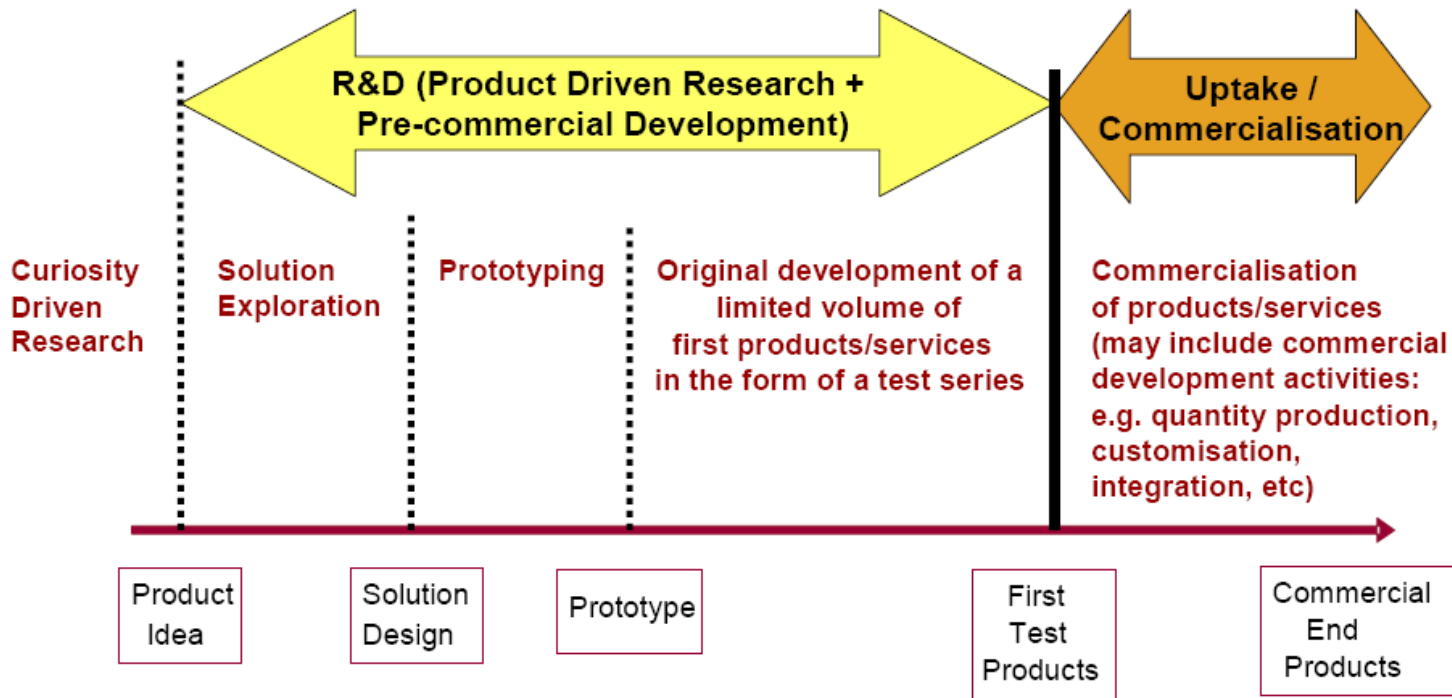
Knowledge Intensive Services for the Planning, Installation, Maintenance, and Scrapping services (PIMS) of renewable energy production systems

KIS PIMS – novel support services to ‘cleantech’ entrepreneurs

Michael Heidenreich, Greenovate! Europe

Maastricht, 05 February 2009

THE BACKGROUND

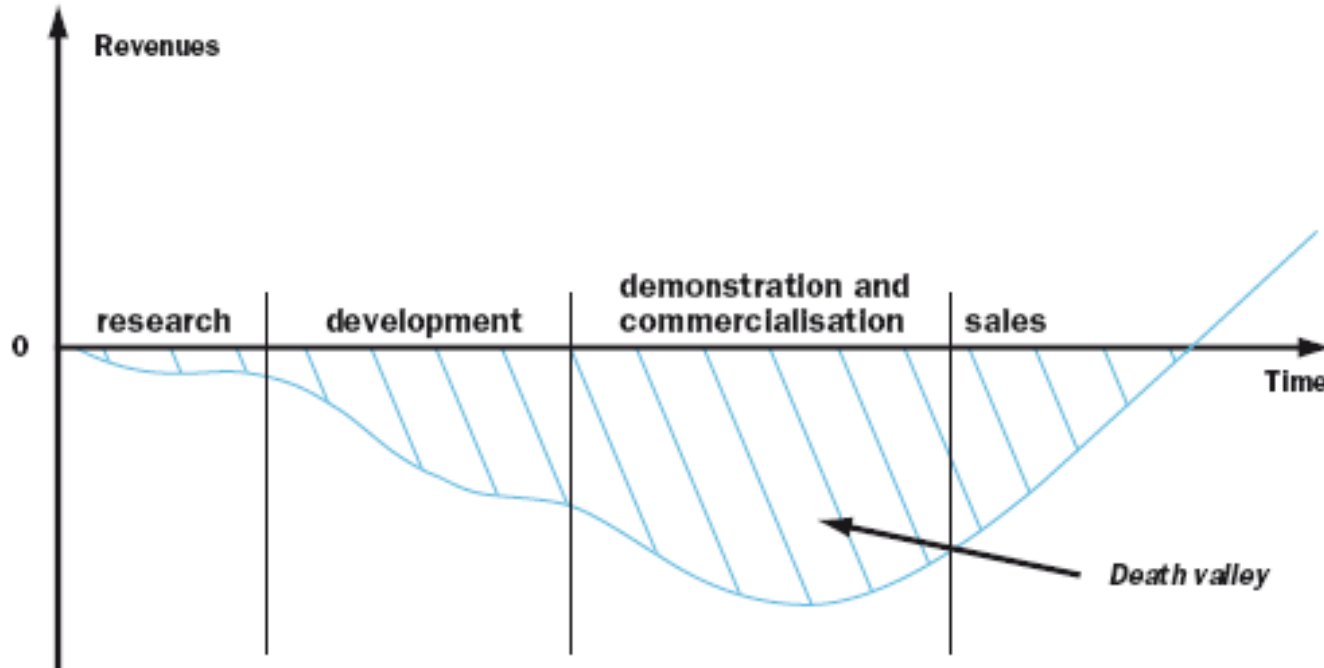


Typical Product Innovation Life Cycle

THE SO-CALLED “DEATH VALLEY”

Particularities of innovation processes

- Long innovation cycle
- High cost before reaching 1st sales



WHAT IS KIS-PIMS ABOUT?

KIS-PIMS is a European project, co-funded by the European Commission (DG Entreprises & Industry)

The goal is to **ACCELERATE** the development of the **Services** related to the production of renewable energy:

- Planning
- Installation
- Maintenance
- Scraping

The project is taking place in Austria, Finland and France.

The project lasts 3 years until January 2011. The ambition being to make it sustainable beyond the project deadline.

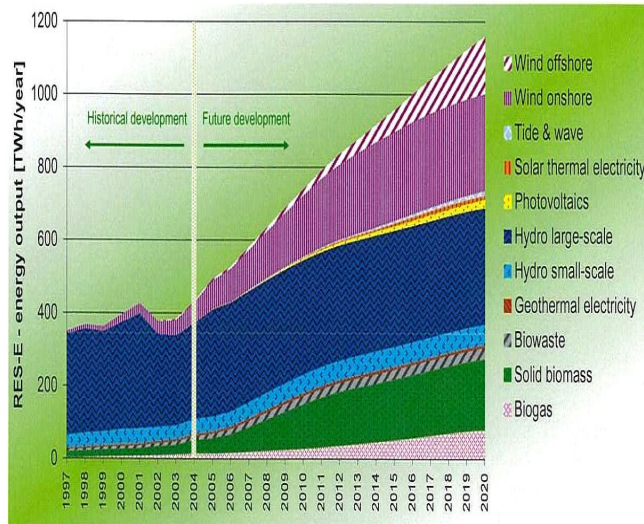


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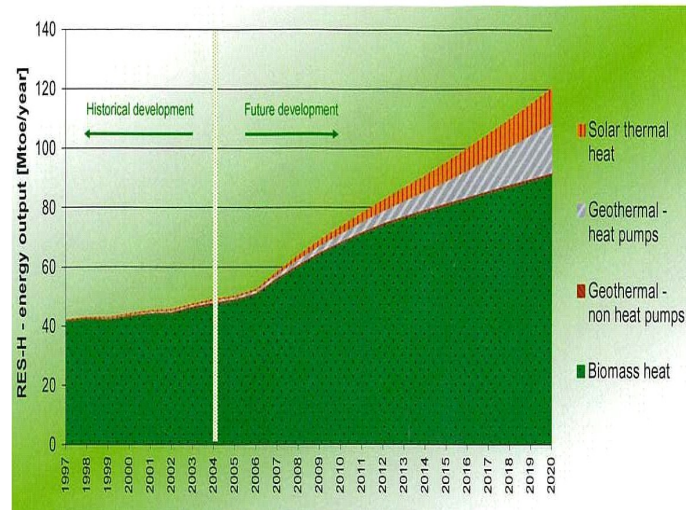


WHY RENEWABLES?

**Renewables growth:
electricity projections by 2020**



**Renewables growth:
heating and cooling projection by 2020**



- ✓ Efficient services in support of RET will make these technologies even more affordable
- ✓ Increased service efficiency will require knowledge-based innovation (design, installation, maintenance, recycling)
- ✓ 450 Billion Euros worth of RET investment leads at least to the same turnover of maintenance services

AND WITH REGARD TO SMEs?

- ✓ SMEs are the backbone of our economies
- ✓ SMEs are under competitive pressure and need to stay state-of-the-art, be innovative, reduce costs
- ✓ SMEs typically have no own R&D base
- ✓ SMEs find it complicate to access external knowledge
- If the access to external knowledge is crucial for SMEs to maintain competitiveness, it should be supported

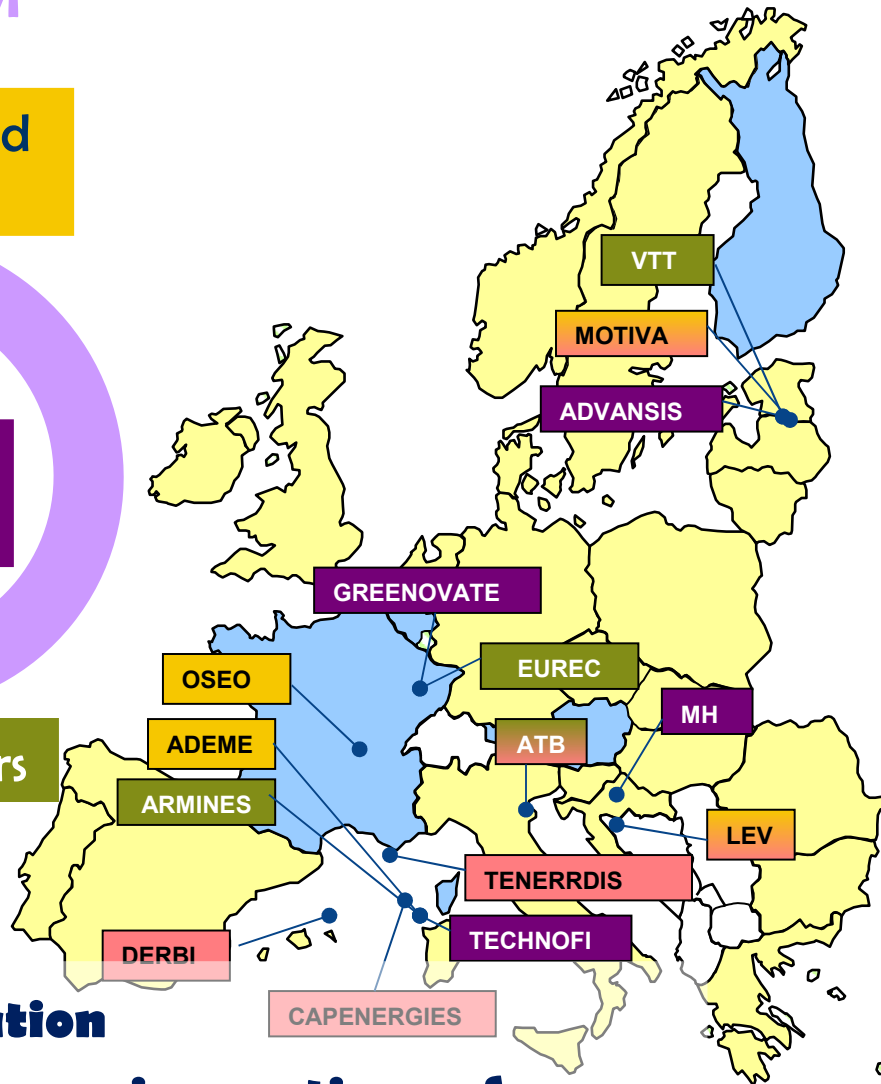
THE CONSORTIUM

Public innovation and energy agencies

Clusters of enterprises

Multipliers
Facilitators

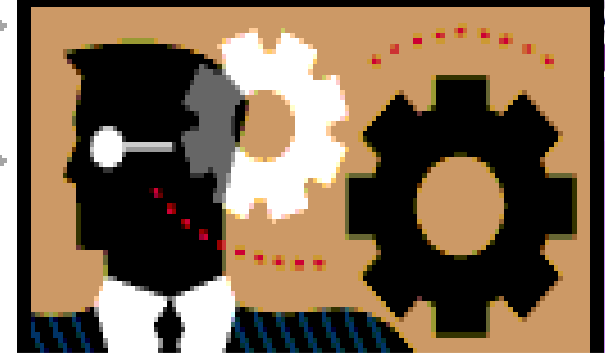
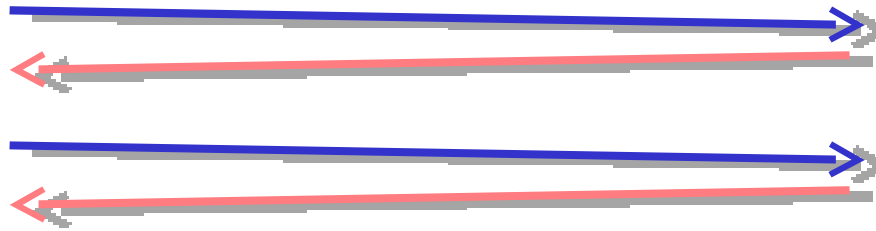
RTD providers



European group of innovation professionals with focus on eco-innovation -> from research to market, in a sector-specific approach, Europe-wide, out of one hand.

3. SME asks expert for support in exchange for voucher

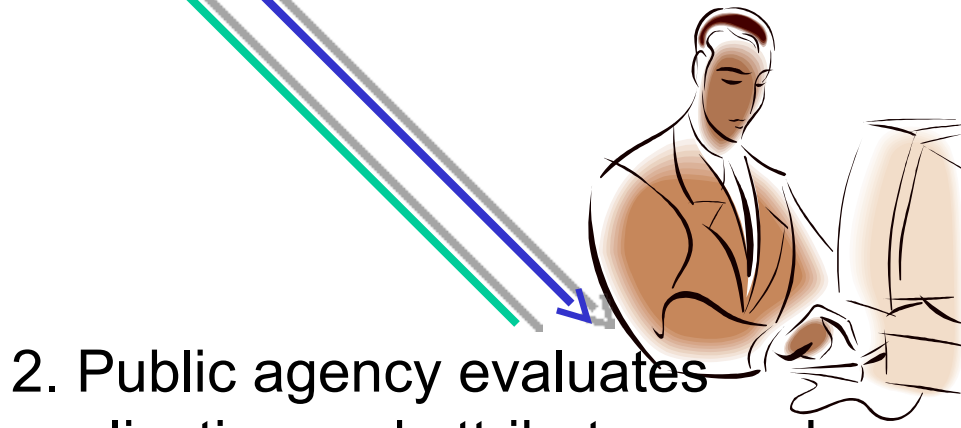
4. External knowledge provider supports SME with technical, managerial & financial expertise



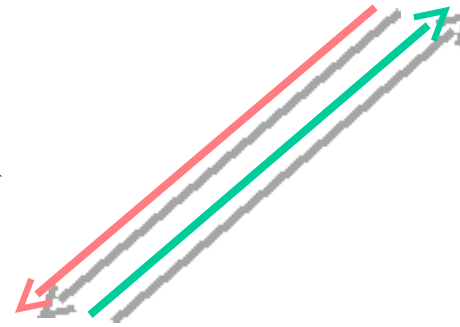
7. SME continues cooperation with external knowledge provider

1. SME with innovation project applies for a voucher

5. Expert redeems voucher with authority, together with activity report signed off by SME



2. Public agency evaluates application and attributes voucher for use with accredited expert



6. Agency pays equivalent of voucher value to expert after approval of report

PROGRESS IN FRANCE

- The national innovation agency OSEO has committed 900.000 EUR to be used for 60 vouchers à 15.000 EUR
- Calls for proposals are published on 1 Dec '08
- Companies can apply continuously
- Selection committee: Cluster experts, OSEO and ADEME
- SME pays 25% of total cost for expertise; voucher pays 75%



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PROGRESS IN AUSTRIA

- National promotion agency FFG runs an “access to RTD” voucher à 5.000 EUR since Jan. 2008.
 - 13 SMEs have applied to RTD voucher to develop innovative renewable energy services.
 - Companies can apply continuously.
- Regional energy agency LEV will offer add-on service vouchers to access business expertise
 - 4 SMEs are / will be selected for support.



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PROGRESS IN FINLAND

- National promotion agency TEKES has formally committed to run service innovation vouchers à 50.000 EUR
- Calls for proposals will be published in Mid Feb.
- Companies can apply continuously.
- 50 proposals are expected in 2009, from which 15 will be awarded.



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ACHIEVEMENTS

- Toolbox for support of SMEs are ready to be tested regarding **services related to the production of renewable energy**
 - ❖ Risk assessment tool
 - ❖ IMProve diagnostic
 - ❖ Cash flow simulator
 - ❖ IPR manual
- Completing RTD vouchers with business vouchers in a double-voucher, tested in Austria in 2009

KEY CHALLENGES

- Providing appropriate risk assessments
- Facilitating the know-transfer and co-operations
- Displaying strength and weaknesses of national differences
- Opening the national/regional support to European expertise
- Finding the largest common denominator for a harmonised scheme at EU level



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