

Energy Benchmark Report

EENergy PROGRAM PROJECT

October 2024



A Personalized Company Report Prepared For COMPANY XYZ

This report was produced by the World Bank Group (Finance, Competitiveness and Innovation GP ECA) given your application and participation in the EENergy project. This report was produced for your internal use only. Should you have any questions regarding its content please do not hesitate to contact Alexandra Avdeenko - aavdeenko@worldbank.org.

Acknowledgement

The European Innovation Council and Small and Medium-sized Enterprises Executive Agency (EISMEA) has partnered with the World Bank and leading experts from Imperial College London and the Massachusetts Institute of Technology to understand how firm level grants of up to €10,000 can be used to support improvements in energy efficiency. A large-scale descriptive assessment of each SME's energy usage (for those participating in the programme, regardless of whether funding was secured) has been completed to support each SME's understanding of their energy efficiency in comparison to that of their peers who are also participating in this programme. The World Bank Group thanks you for your support and collaboration in providing this information to inform this report.



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1 Overview

Market Report - October, 2024

SA Email/Respondent/EMAIL: COMPANY XYZ / JOHN DOE / JOHN.DOE@EXAMPLE.ORG

Firm Size: Small

Location: Germany

Sector/Industry: C. Manufacturing

1.1 Intro

The EENergy programme is funded by the European Union's Single Market Programme, implemented by the Enterprise Europe Network (EEN), and evaluated by the World Bank. This program will provide grants of up to €10,000 to a minimum of 900 randomly selected eligible firms across 37 programme countries to support the implementation of energy saving activities. All programme participating firms will benefit from the services offered by the EEN, and will be provided with a benchmarking report which demonstrates how an individual SME compares to the average of all other programme participating firms. Over the course of programme participation, SMEs will receive four tailored benchmarking reports. This report is the first of the four tailored benchmark reports. The remaining three benchmarking reports will be shared following additional data collection rounds in January 2025, July 2025, and January 2026.

Benchmark reports are tailored analytical company reports that are prepared by the World Bank for all eligible participating firms in the EENergy project. The reports provide a detailed comparative analysis of the information shared by Small and Medium Enterprises (SMEs). Each SME receives a report that compares its information against (anonymized and aggregated) information of other eligible firms operating in the same sector, region, and with a similar number of employees. The reports offer insightful statistics on the background of the applicants, comparing their planned investments with other similar firms and their energy efficiency. The compared indicators include energy costs, overall energy consumption, the share of renewable energy in their usage, and the energy cost-to-revenue ratio.

The tailored reports will be available for each firm following four rounds following data collections in Spring 2024 (application process to EENergy), and the follow-up surveys in January 2025, July 2025, and January 2026. The benchmark reports serve two main purposes. Firstly, they enable clients to understand their position relative to peers within their sector and other relevant categories by offering a comprehensive comparative analysis. This insight can help firms identify strengths and areas for improvement, fostering strategic planning and performance enhancement in the field of energy efficiency. Secondly, these reports play a crucial role in helping all firms benefit from participation the EENergy pilot, encouraging them to continue with the participation. This ongoing involvement is essential for the learning journey on how to improve energy resilience in Europe which is part of the EENergy project in cooperation with the World Bank.

1.2 Brief Applicant Background

This report presents an individual comparative analysis of the data that was provided on behalf of your SME in the initial programme application (launched Feb 01, 2024) compared to a total of *1406 eligible firms* programme applicants who also gave consent to be part of the study. The report classifies SMEs according to a number of categories, including (1) sector, (2) firm size, (3) sector size, (4) region, and (5) energy intensiveness.¹

Firm Size - The program has received applications from a diverse range of firms in the European Union. The report categorizes the size of each firm based on the number of full-time employees. The following number of employees are used to make the firm-size categories:

- Medium (50-249 employees).
- Small (10-49 employees).
- Micro (0-9 employees).

¹Please note again that this report is based on self-reported data from our surveys, which were completed by the firms to the best of their ability. The authors acknowledge that there may be discrepancies between the reported and official statistics/formal records of the firms.

Your firm belongs to the *Small* firm category. There are 521 other firms in this category that have applied to the program. The program targets micro-medium sized firms, so large firms are excluded from the program.

Sector (NACE section) - The report also assigns each applicant to one NACE section.² Your firm operates in the *C. Manufacturing* sector, which has 510 other applicants, representing 36.27 percent of the overall applicant pool. The most common sector among the applicants is *C. Manufacturing*.

Location - The report further distinguishes applicants based on the country in which their headquarters is located, out of a total of 36 program countries.

Your firm is located within Germany, which has 269 applicants, accounting for 19.13 percent of the total applications.

Applicants then separated by countries into four regions - Northern, Western, Central and Eastern, and Southern Europe. Your firm resides in the region of *Small*. Lastly, among all applications, *Central and Eastern Europe* was the most common region.

Firm locations within Europe

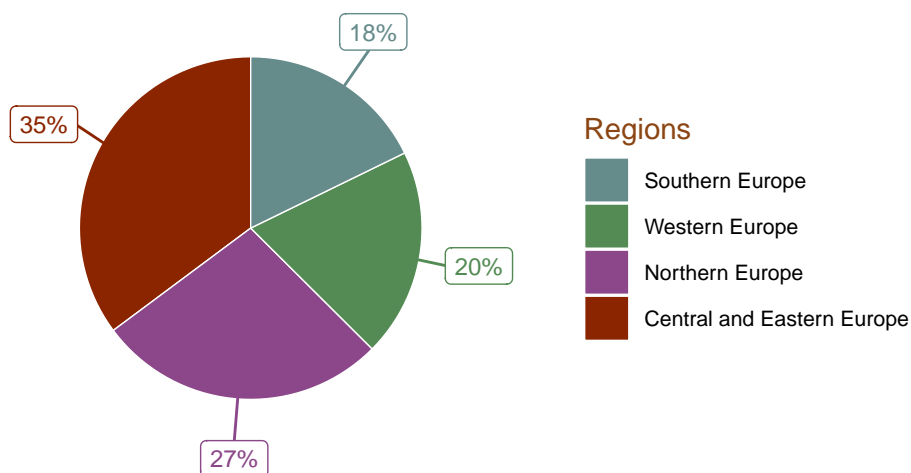


Figure 1: Regions where applications come from within Europe

1.3 Summary Points

Below are four key summary points based on your application responses which have also been compared to the median response in your sector:

Based on the responses provided, below are three summary points, comparing your self-reported information provided in the application to other firms in your sector. To do this, the **median** of a given outcome in your sector is used, unless otherwise stated.³

1. Your total cost for energy consumption in 2023 was 119K.
2. Your total revenue in 2023 was 5.16M.

²By sector (NACE), we mean one of the 21 sections identified by alphabetical letters A to U from the Statistical Classification of Economic Activities in the European Community. For more information refer to <https://ec.europa.eu/eurostat/web/nace>.

³For example, if there are **9** companies in manufacturing, and sales of those companies listed in order are

$$sales = \{1, 3, 3, 5, \mathbf{8}, 12, 15, 16, 67\} \tag{1}$$

Median sales would be equal the middle number → **8**. Another way to see this is that the median value stands right in the middle, with equal numbers of values below and above it. One of the benefits of using the median, as in this case, is that, although there is an extreme outlier of 67, the median is unaffected.

3. Your total share of renewable energy in 2023 was 2.2%.

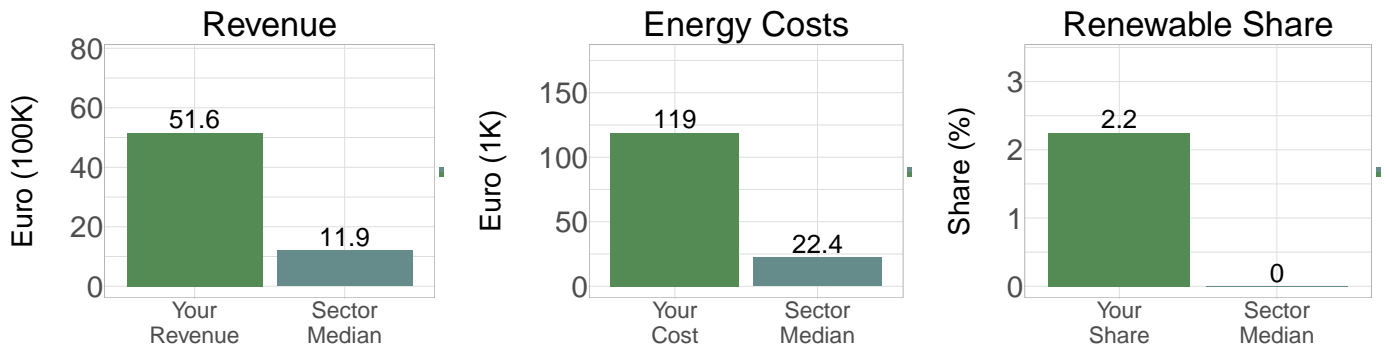


Figure 2: Revenue, Energy Costs, and Renewables

2 Investments

The figures in this section show how firms responded when asked what their planned investments, planned consulting activities, and planned trainings were.

2.1 Planned Investments

The figure below highlights the most commonly stated intended investment among firms in your sector. Any category indicated in green represents an investment you also stated.

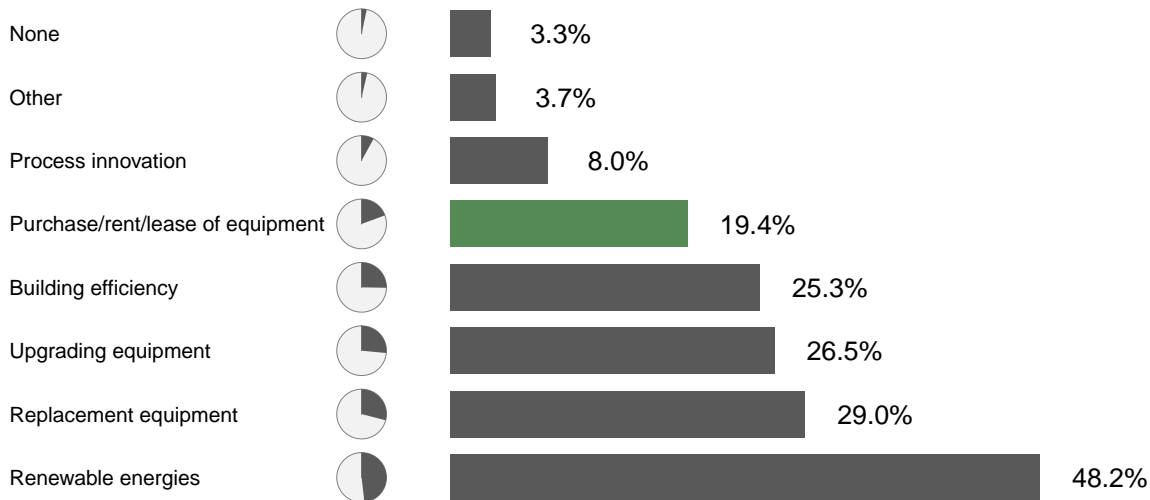


Figure 3: Which of the following investment activities do you plan to implement?

2.2 Planned Consulting

The figure below highlights the most commonly planned consulting activities among firms in your sector. Any category indicated in green represents a consulting activity that you also stated.

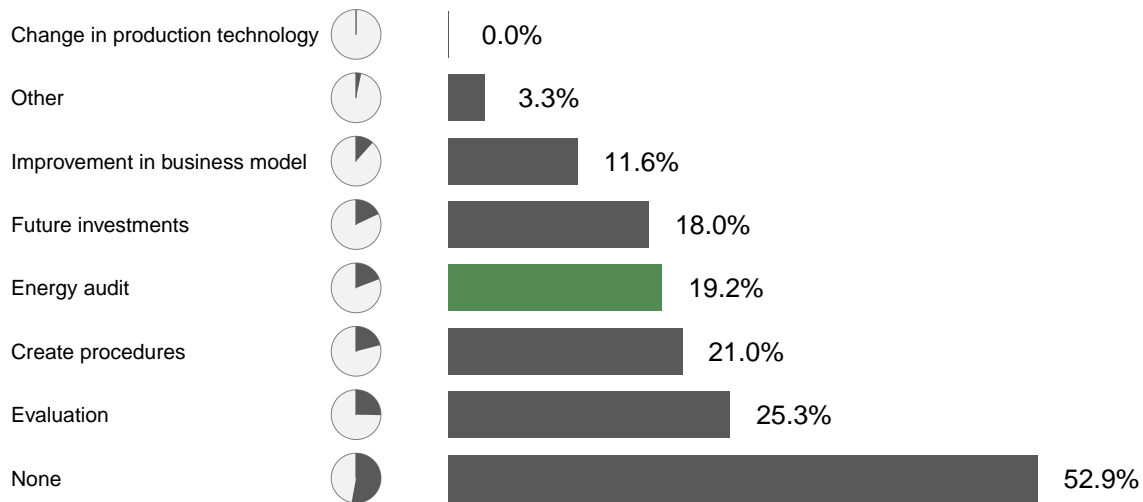


Figure 4: Which of the following consulting activities do you plan to implement?

2.3 Planned Training

The figure below highlights the most common training activities planned among firms in your sector. Any category indicated in green represents a training activity that you also stated.

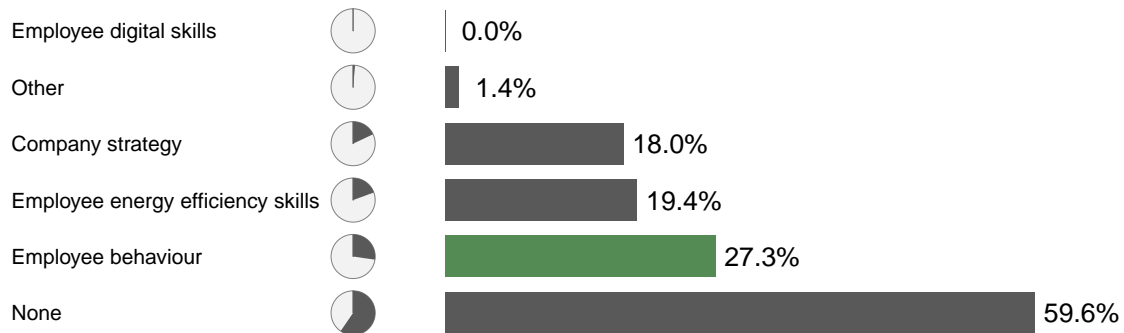


Figure 5: Which of the following training activities do you plan to implement?

3 Business Indicators

This next section compares several of your SME’s application responses to the five categories highlighted below:

1. *Region* - All firms within the same region as your firm. Based on your response, your region is: Western Europe.
2. *Sector* - All firms that operate within the same sector as your firm. Based on your response, your sector is: C. Manufacturing.
3. *Size* - All firms that are of a similar size to your firm. Based on your response, your firm size is: Small.
4. *Sector & Size* - All firms that are a) of a similar size to your firm and b) operate within the same sector as your firm.
5. *Average of the top 25th Percentile of firms* - All firms within the top 25th percentile for a given indicator.

Group means are compared in a single graph for your reference.

NOTE: *If the response of your firm in the graphs below is different from the response you gave in the survey, this could be due to data cleaning procedures. For example, if you input a value of "xx", a value of 0 is assumed. Additionally, if there is an empty value in your firms response, this means your firm did not input a value for a given question.*

3.1 Firm Background Information

Total revenue - In 2023, what was the establishment’s revenue in Euros (€)? You were asked to provide the total revenue of your establishment. The following figure shows your response of total revenue in 2023 compared to the *mean total revenue of companies in the groups specified above.*⁴

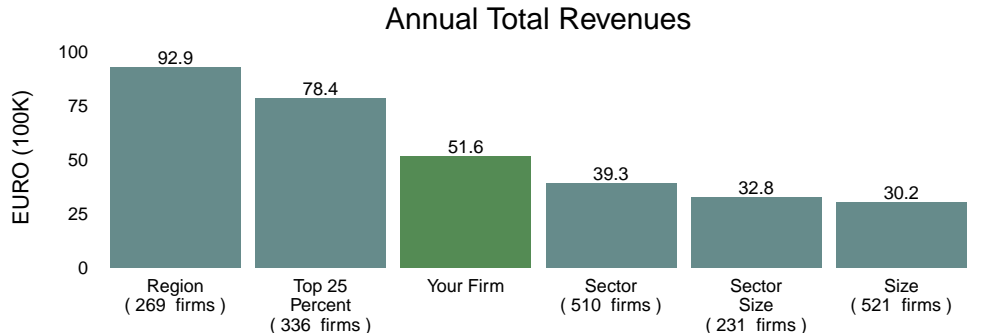


Figure 6: Annual total revenue comparisons by group

Total material costs - In 2023, what were the establishment’s total costs for material and inputs in Euros (€)? You were asked to provide the total material costs establishment. The following figure shows your response of total material costs in 2023 compared to the *mean total material costs of companies in the groups specified above.*

⁴As opposed to medians being used, as done in the Summary Points section in subsection 1.3, averages are now used for the comparative analysis.

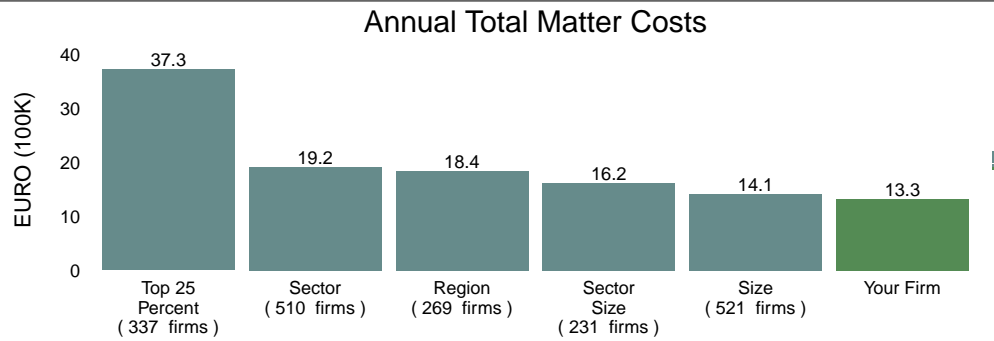


Figure 7: Annual total matter cost comparisons by group

Energy efficiency investment - Did you invest in energy efficiency activities in 2023? You were asked whether your establishment invested in energy efficiency activities in 2023. The following figure shows the proportion of companies in the groups previously stated who also reported that they (did/did not) invest in energy efficiency activities. If you stated 'yes' to this question, your firm's value will be 1. Otherwise, it will be 0.

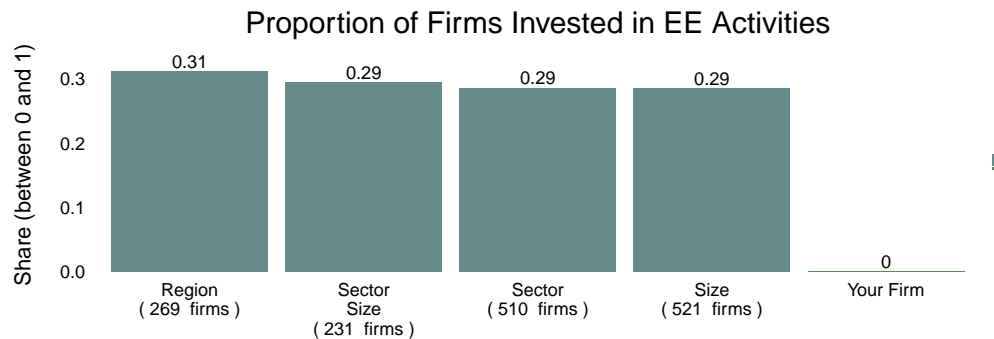


Figure 8: Proportion of firms that invested in energy efficiency activities in 2023.

Machinery energy efficiency investment - In 2023, how much was invested in machinery, equipment or other comparable assets in Euros (€)? You were asked to provide the total amount spent in machinery energy efficiency investment. The following figure shows your response of total machinery energy efficiency investment in 2023 compared to the *mean total machinery energy efficiency investment of companies in the groups specified above.*

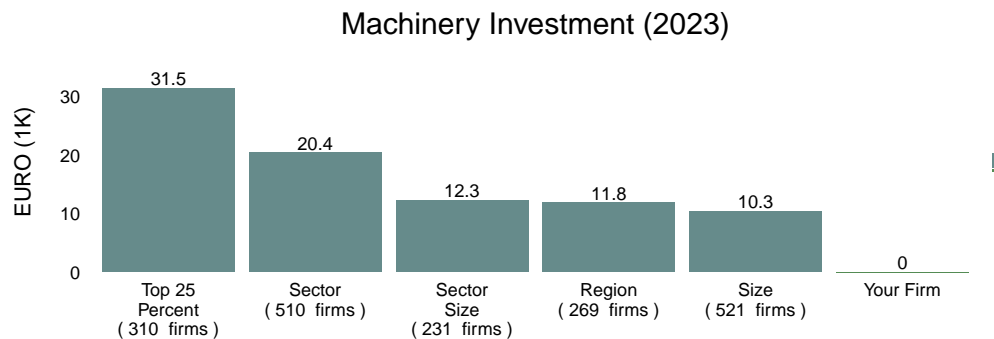


Figure 9: Machinery Investment comparisons by group

Consulting energy efficiency investment - In 2023, how much was invested in consulting activities in Euros (€)? You were asked to provide the total amount spent in consulting energy efficiency investment. The following figure shows your response of total consulting energy efficiency investment in 2023 compared to the *mean total consulting energy efficiency investment of companies in the groups specified above.*

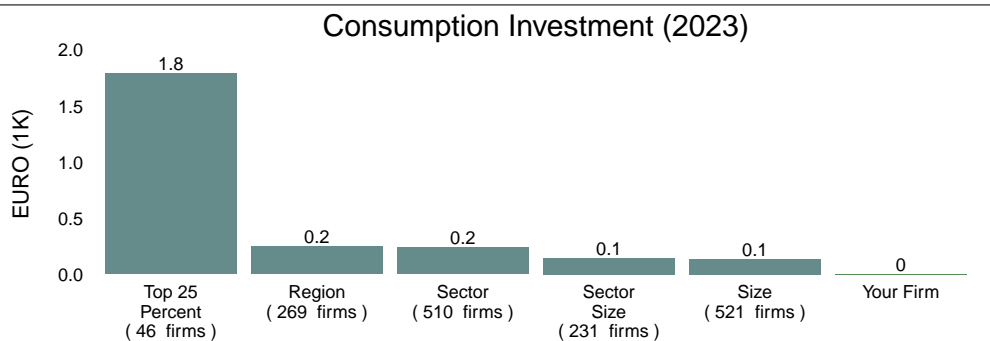


Figure 10: Consulting Investment comparisons by group

Training energy efficiency investment - In 2023, how much was invested in training activities in Euros (€)? You were asked to provide the total amount spent in training energy efficiency investment. The following figure shows your response of total training energy efficiency investment in 2023 compared to the *mean total training energy efficiency investment of companies in the groups specified above.*

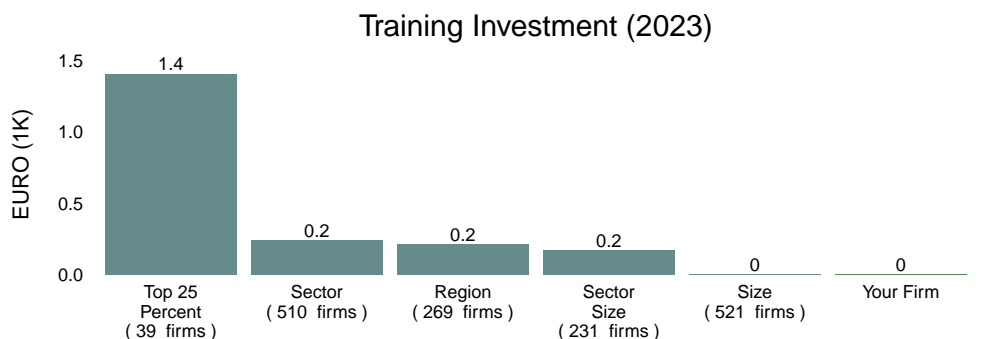


Figure 11: Training Investment comparisons by group

Total machinery value - In 2023, what was the approximate value of the establishment’s total machinery equipment for production in Euros (€)? You were asked to provide the total machinery value of your establishment. The following figure shows your response of total machinery value in 2023 compared to the *mean total value of machinery of companies in the groups specified above.*

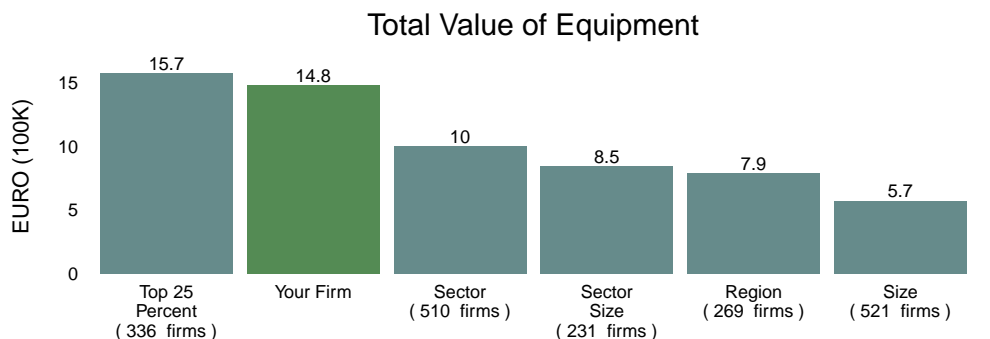


Figure 12: Annual total value of machinery equipment comparisons by group

3.2 Action Plan

Execution of planned activities - Within which unit or part of your company will your activity be executed? You were asked to provide information on what unit of your establishment you planned to implement activities. The following figure shows your response of where planned activities will take place compared to the three most popular unit

levels reported by the companies in the groups specified above. Any category indicated in green represents an investment you also stated.

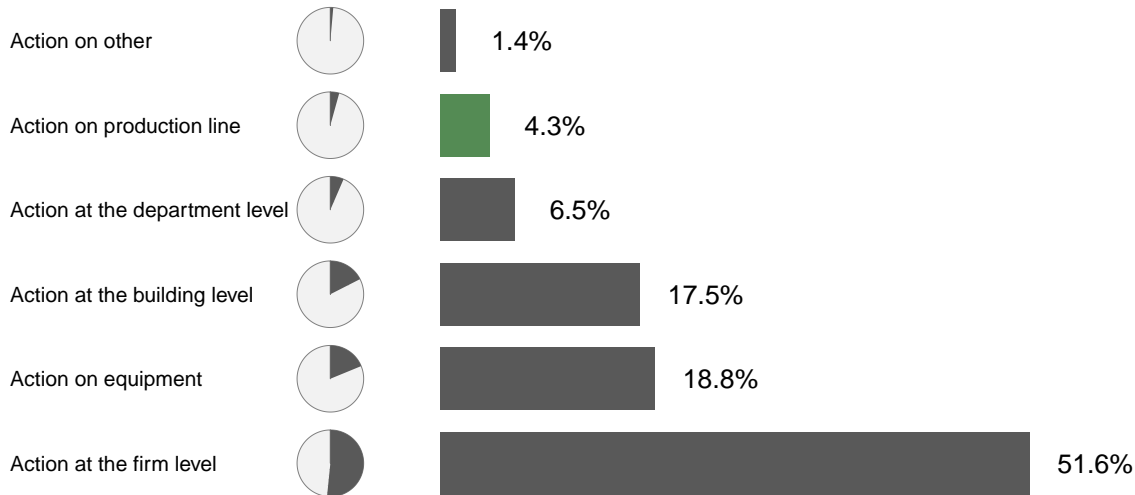


Figure 13: Which of the following investment activities do you plan to implement?

Requested funding - What is the amount in Euros (€) that you are requesting as part of this programme?

You were asked to provide the total amount of funding requested by your establishment. The following figure shows your response of total funding requested compared to the *mean total funding requested by companies in the groups specified above*. Your organisation stated: (€).

Duration of planned activities - What is the total estimated duration of your planned action or combination of actions in months?

You were asked to provide the estimated duration of planned activities for your establishment. The following figure shows your estimated duration of planned compared to the *mean estimated duration of planned activities of companies in the groups specified above*.

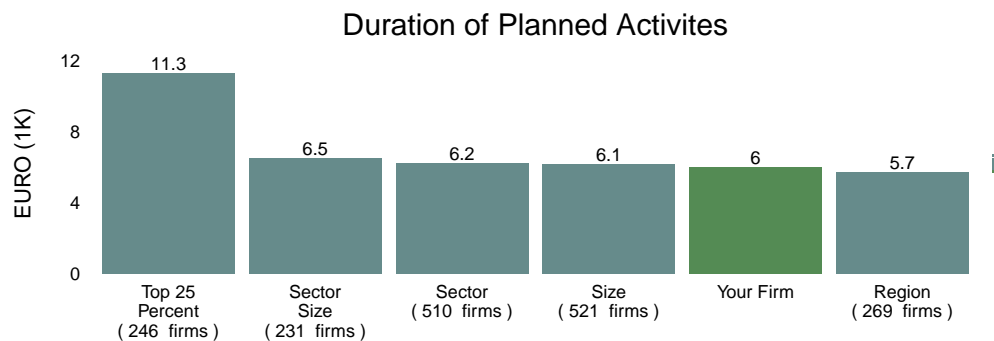


Figure 14: Funding duration comparisons by group

4 Energy Costs

This section presents the data that you provided related to energy costs as part of the application.

4.1 Total Energy Costs - "In 2023, what were the establishment's total costs for energy in Euros (€)?"

You were asked to provide the total energy costs of your establishment. The following figure shows your response of total energy costs in 2023 compared to the mean total energy costs of companies in the groups specified above.

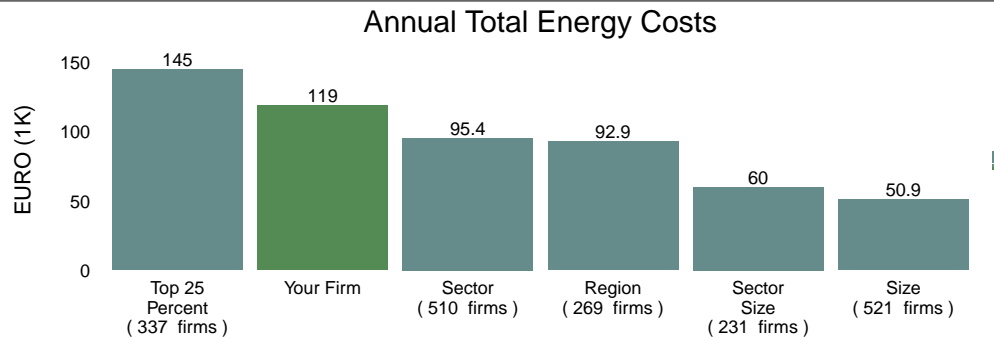


Figure 15: Annual total energy cost comparisons by group

4.2 Total Electricity Costs - "In 2023, how much did you pay for electricity consumption in Euros (€)?"

You were asked to provide the total electricity costs of your establishment. The following figure shows your response of total electricity costs in 2023 compared to the mean total energy costs of companies in the groups specified above.

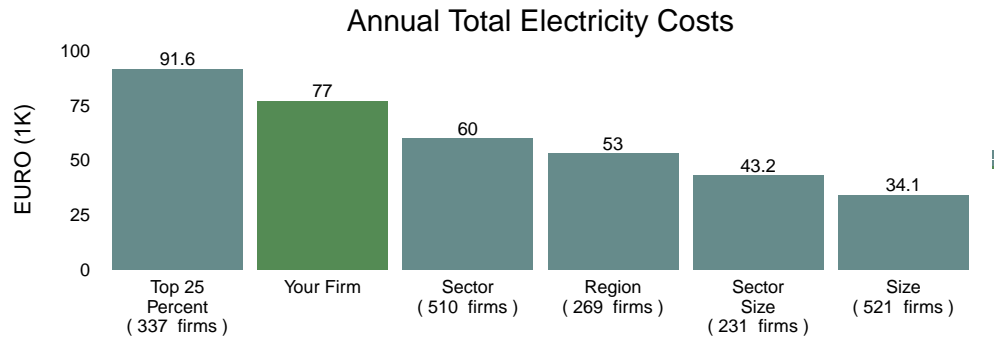


Figure 16: Annual total electricity cost comparisons by group

4.3 Total Gas Costs - "Gas costs - In 2023, how much did you spend on gas in Euros (€)?"

You were asked to provide the total gas costs of your establishment. The following figure shows your response of total gas costs in 2023 compared to the mean total gas costs of companies in the groups specified above.

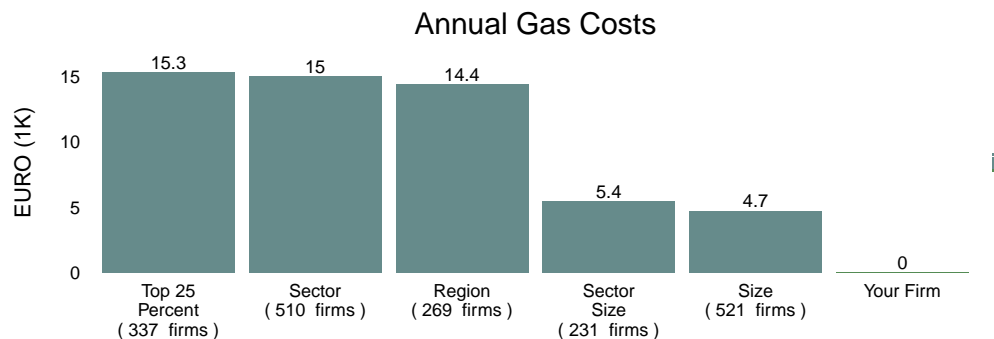


Figure 17: Annual total gas cost comparisons by group

4.4 Total Oil Costs - "In 2023, how much did you spend on oil in Euros (€)?"

You were asked to provide the total oil costs of your establishment. The following figure shows your response of total oil costs in 2023 compared to the median total oil costs of companies in the groups specified above.

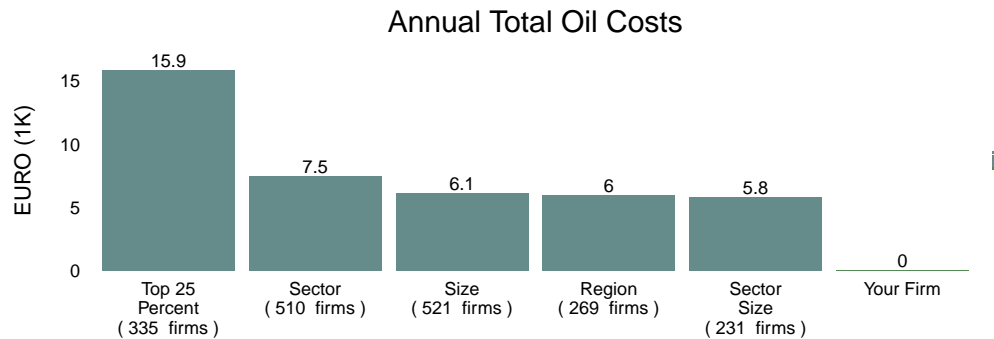


Figure 18: Annual total oil cost comparisons by group

4.5 Total Solid Fuel Costs - "In 2023, how much did you spend on solid fuel in Euros (€)?"

You were asked to provide the total solid fuel costs of your establishment. The following figure shows your response of total solid fuel costs in 2023 compared to the mean total solid fuel costs of companies in the groups specified above.

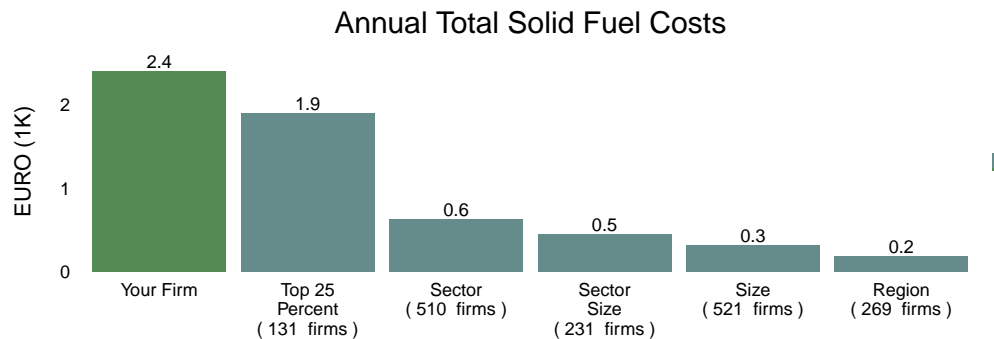


Figure 19: Annual total annual solid fuel cost comparisons by group

5 Energy Consumption

This section presents the data that you provided related to energy consumption as part of the application.

5.1 Electricity Consumption - "In 2023, how many kilowatt hours (kWh) of electricity did this establishment consume?"

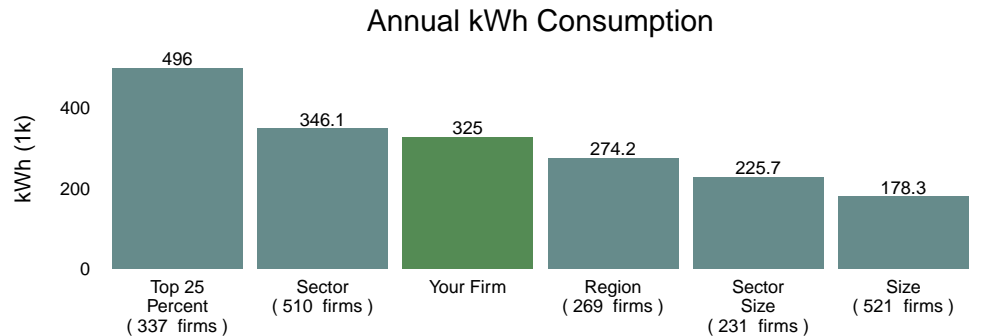


Figure 20: Annual total electricity consumption comparisons by group

5.2 Gas Consumption - "In 2023, what was the quantity of the gas consumed in cubic meters (m3)?"

You were asked to provide the total gas consumption of your establishment. The following figure shows your response of total gas consumption in 2023 compared to the mean total gas consumption of companies in the groups specified above.

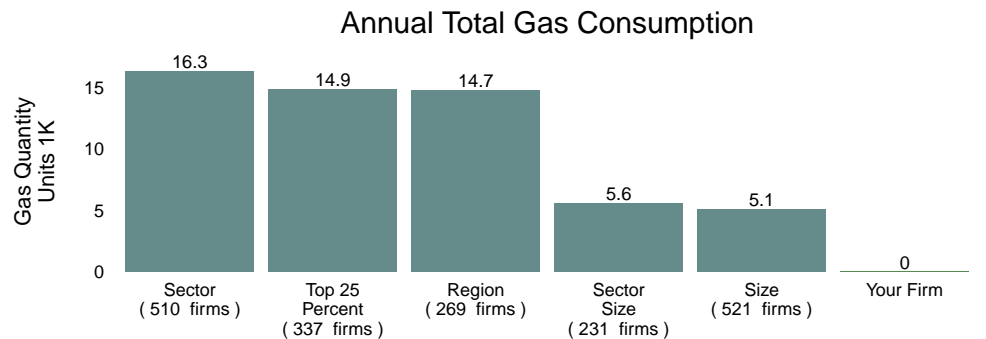


Figure 21: Annual total gas consumption comparisons by group

5.3 Oil Consumption - "In 2023, what was the quantity of the oil consumed in litres?"

You were asked to provide the total oil consumption of your establishment. The following figure shows your response of total oil consumption in 2023 compared to the mean total oil consumption of companies in the groups specified above.

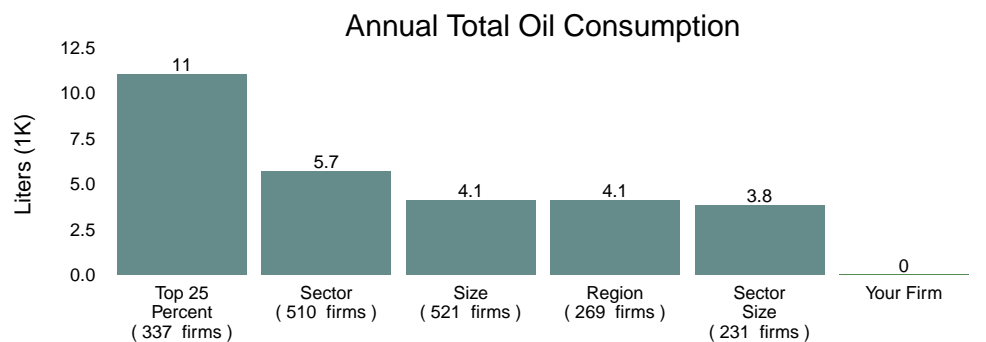


Figure 22: Annual total oil consumption comparisons by group

5.4 Solid Fuel Consumption - "In 2023, what was the quantity of solid fuel consumed in m3?"

You were asked to provide the total solid fuel consumption of your establishment. The following figure shows your response of total solid fuel consumption in 2023 compared to the mean total solid fuel consumption of companies in the groups specified above.

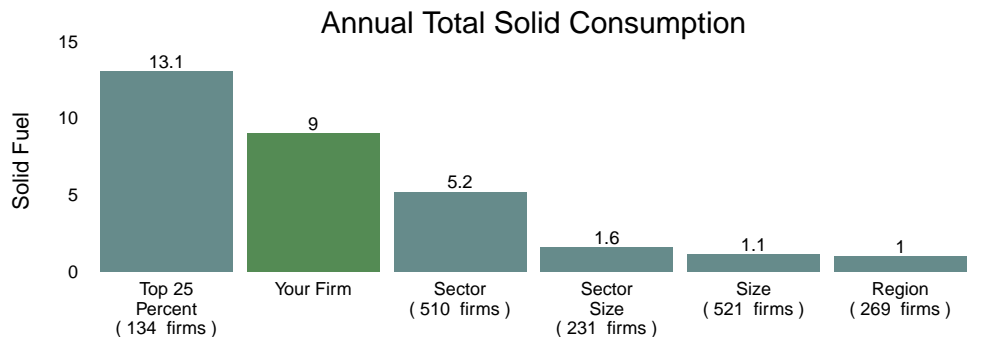


Figure 23: Annual total solid fuel consumption comparisons by group

6 Renewable Energy Share

The chart below illustrates the average renewable energy share among firms within your sector, alongside your firm's renewable energy share. The average is derived from a sample of 510 firms in your sector.

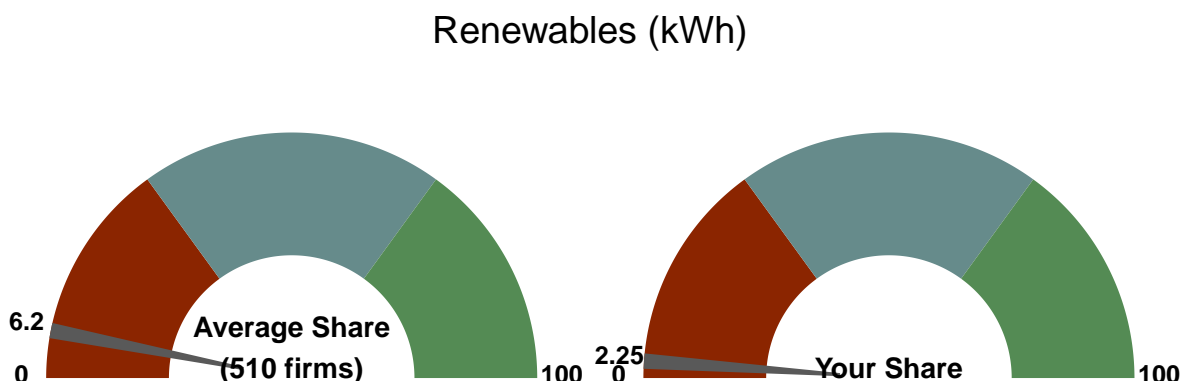


Figure 24: Firm energy usage comparison to sector average energy usage.

7 Energy Cost - Revenue Ratio

The Energy Cost - Revenues Ratio gauges a company's energy expenditures relative to its ability generate earnings. This ratio measures the amount of energy costs per unit of revenue. This perspective is useful for highlighting energy efficiency, as a lower ratio indicates that a company is able to use less energy each unit of revenue generated.

The formula for the Energy Cost - Revenues Ratio is given by:

$$\text{Energy Cost Per Revenue} = \frac{\text{Total Energy Costs}}{\text{Total Revenues}}$$

Energy Costs/Revenue Ratio

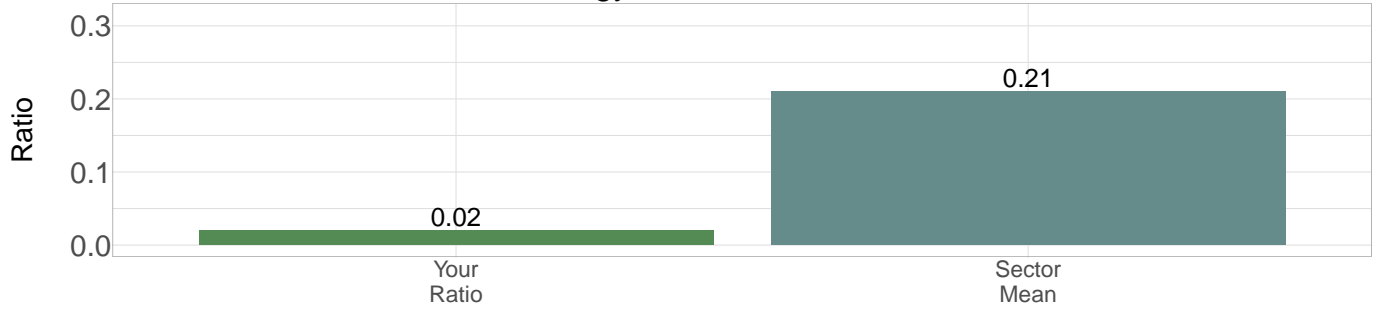


Figure 25: Ratio Comparisons