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Session 4
**Financial instruments supporting
energy efficiency
in public and private buildings and SMEs**



Discussion session 4

Financial instruments supporting energy efficiency in public and private buildings and SMEs



Challenges:

1. Stimulate investment decisions: how to target and convince building owners to apply for financial instruments
2. How to leverage impact and absorption of financial instruments
3. Finding the adequate intermediary or fund manager (public procurement)

Solutions:

1. Raise awareness by launching a marketing campaign targeting energy intensive SMEs or other specific market segments
2. Cooperate with banks to achieve a win-win model where the bank will contribute to the marketing action
3. Knowledge share and exchange on CZ/SK instruments and processes (CZ EPC IP, SK EPC equity, CZ soft loan SME, SK EPC Maastricht neutral model)

