



*Driving investment in
climate solutions*



Efficiency as a Service
Plugging a new energy model



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 892499.





WHO WE ARE

BASE is a Swiss not-for-profit foundation and specialized Partner of UN Environment founded 20 years ago acting around the globe.

WHAT WE DO

BASE develops and implements innovative, actionable financial strategies to unlock investment in climate change solutions.



ENERGY
ACCESS



ELECTRIC
MOBILITY



CLIMATE
FINANCE



LAND
USE



RENEWABLE
ENERGY



ENERGY
EFFICIENCY



CIRCULAR
ECONOMY



ADAPTATION
AND
RESILIENCE



Context

Climate mitigation in the EU

Energy demand projected to increase by 50% by 2050.



Renewable energy and energy efficiency offer 90% of mitigation measures to reduce.



End-use energy efficiency alone can deliver 35% of the cumulative CO₂ savings by 2050.



This will require USD 2.4 trillion annual global investment to stay below 1.5°.





Barriers to energy efficiency

Efficiency as a Service

- Higher upfront cost of efficient technology.
- Lack of trust in performance.
- Uncertain returns.
- Higher-risk perception.
- Prioritisation of investment in core business.
- Lack of maintenance skills.
- Limited financing options.





The Solution: Servitisation

Efficiency as a Service



Innovative & Disruptive Business Model

- Innovative: brings value to consumers: Investment in new technologies (EE) because there is a business case for this.
- Disrupted every single industry it has gone into: Scale allows investment in R&D and making it simple for consumers.

Aligning people, profit and the planet



Key elements of the circular economy:

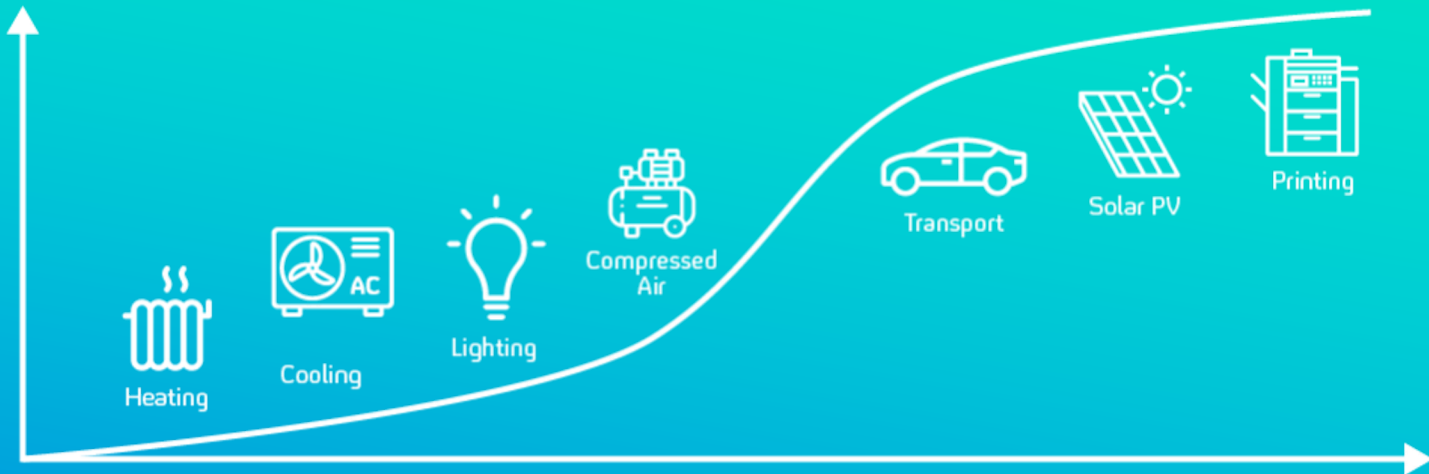
- Maximizing efficiency makes business sense for provider
- Maximize usage of equipment – scale brings mobility
- Maximize reusing of components – modular design



The Solution: Servitisation

Efficiency as a Service

Market
Penetration



Piloting

Emerging Servitisation

Scaling Servitisation

Mature



What is EaaS?

Efficiency as a Service

Efficiency as a Service (EaaS) is a servitisation game-changing business model which makes clean, energy efficient and high-tech solutions more price competitive than less efficient systems through a **pay-per-use &/or pay-per-performance model**.

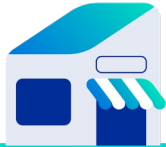
The EaaS project aims to develop and deploy the servitisation model to accelerate the market adoption **of clean energy efficient solutions** by large, as well as Small and Medium-sized Enterprises (SMEs) in Belgium, the Netherlands and Spain, and support an accelerated and sustainable path to Net Zero.





Benefits of EaaS

For customers, providers and financial institutions



Benefits for customers

- No capital expenditure
- Reduced operating expenses
- Service is off-balance
- No more performance risks
- Full out-sourcing of cooling service
- Customer can focus and invest in core business

Benefits for technology providers

- Deploy full potential of technology
- Increase demand for energy efficient solutions
- Predictable and continuous revenue streams
- Bringing additional value by selling outcome instead of selling equipment and parts

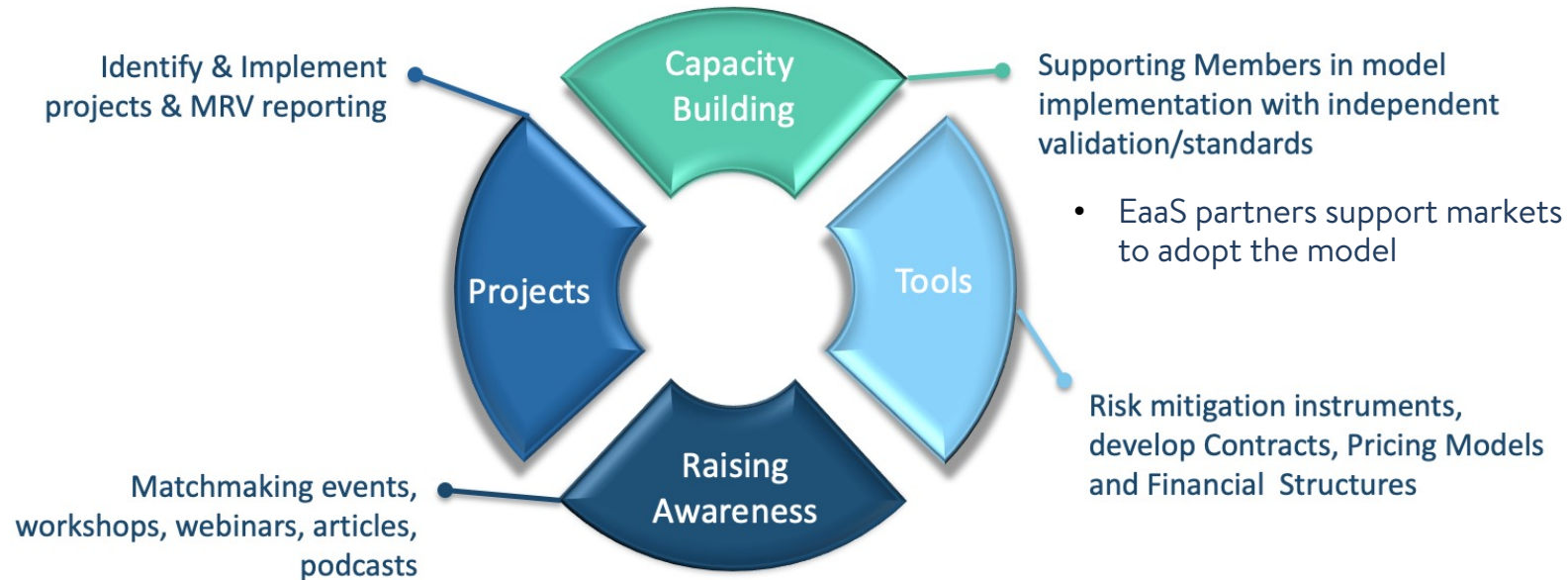
Benefits for banks & investors

- Opportunity to place green funding
- Become front-runner to finance servitisation models (new trend)
- Investing in assets generating cashflows



The EaaS Project

An integral approach to implement the model



The global Servitisation for Energy Transition (SET) Alliance

SET ALLIANCE



Get Involved!

- Scaling activities with with a global Alliance for Energy Efficient Applications
- Gathering investors, banks, solution providers, networks and international organisations to implementing the model in different sectors.
- Reach out to us to know more <http://www.set-alliance.org/>



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Thank you

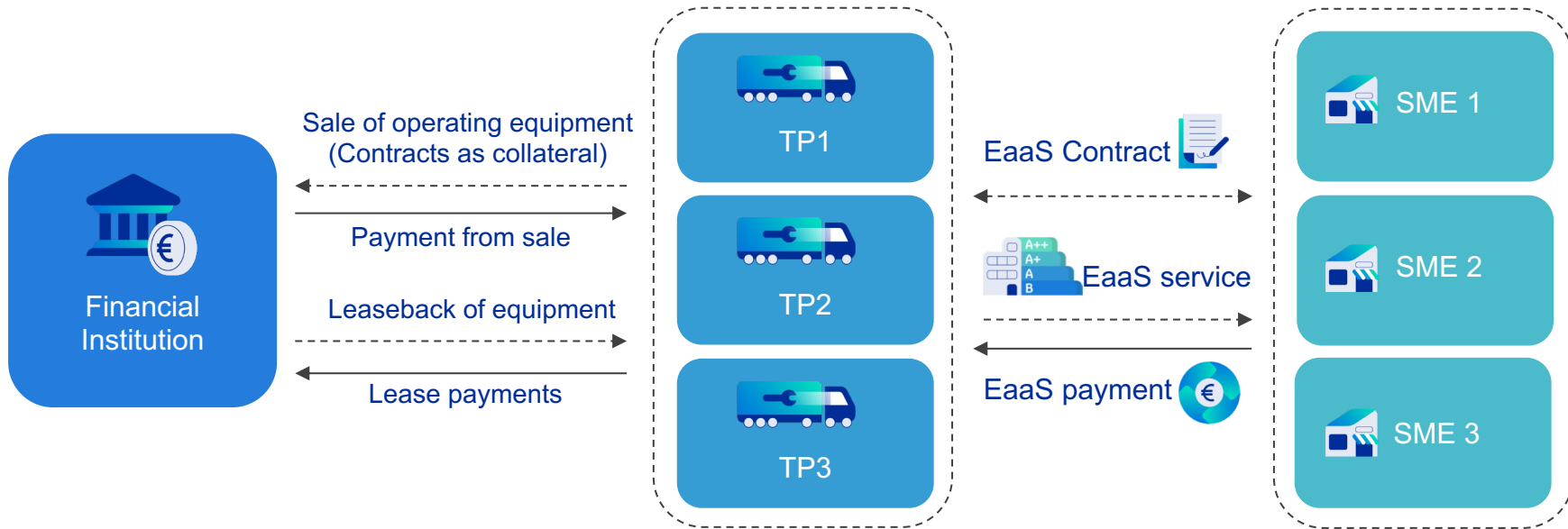
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Business model

Example: Sale and Lease Back





Business model

Example: Special Purpose Vehicle (SPV)

