

Database of Good Practice Policies and Initiatives	
Country	Germany
Level of Outreach	Local, Regional, National
Supported by	National Agency
Field of Interest(s)	Energy Efficiency
Organisation	
Name of organisation	Zentralverband des Deutschen Handwerks
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Policy/Initiative Data	
Title of Initiative	Mittelstandsinitiative Energiewende und Klimaschutz (MIE)
Partnership details	Promoter: ZDH, Zentralverband des Deutschen Handwerks DIHK, Deutscher Industrie- und Handelskammertag BMW, Federal Ministry for the economy BMU, Federal Ministry for the Environment
Project Duration	01.01.2013 to 31.12.2021
Total Budget	€2,400,000.00
Description	The SME initiative "Energiewende und Klimaschutz" (MIE) supports the German Mittelstand in implementing the Energiewende. The aim is to further tap into energy-saving potentials of SMEs and to improve their energy efficiency. The MIE provides companies with dialogue, information, qualifications concrete assistance and provides contact persons on site. MIE is a project of the Zentralverband des Deutschen Handwerks (ZDH) with support of the German Federal Ministries of the Environment and Economic Affairs. Moreover, the Chambers of Industry and Commerce and 7 environmental centers of the craft industry are participating in the SME Initiative "Energiewende und Klimaschutz". MIE is active on the local, regional and national level.
Phases	Phase I: 2013-2015, development of practice-oriented instruments Phase II: 2016-2018, transferring instruments to partners Phase III: 2019-2021, enhancing MIE, inter alia e-mobility solutions

Project Details	
Aim	To improve energy efficiency in SMEs and train the interested actors to carry out energy-saving measures on their own.
Target groups	SMEs, especially crafts businesses
Exchange of Experiences	
Outcomes 1	Energy efficiency guide, Energy Book
Outcomes 2	Defined 80 model companies as lighthouse projects / best practice examples. Brochures are available to illustrate how these companies benefit from the MIE.
Outcomes 3	Consultancy papers with checklists, 7 short films for information and 7 webinars
Policy/Initiative	
Skill gaps	The project teaches SMEs how to improve their energy efficiency and to overcome respective skill gaps. In 7 environmental centres people can be qualified to improve energy efficiency in their company.
Mis-matching of skills	Advanced training and self-improvement in energy-saving measures and behaviour
Skills-Shortages	MIE as such also supports to overcome skills-shortages with respect to knowledge about energy efficiency.
Training	Training should be continuously adapted to new requirements, especially against the background of the Green Deal.
Career moves	n/a
Mobility	n/a
Other EQF-Level	n/a
Transfer in Europe	Strengthen the role of the Environmental Centres as direct contact partners and learning hubs. MIE should be transferred to the EU level. MIE is now listed in EREK's database. However, additional effort is needed to make this project more prominent outside of Germany.
Entrepreneurship Opportunities	As the initiative is tailored for SMEs, they obtain the opportunity to improve their energy efficiency and to save financial means. This needs to be communicated better and with wider effect.
Other	One barrier that has been detected is to convince SMEs to engage in energy efficiency. This has various reasons. Among others it is lack of capacity in staff and commitments in everyday business affairs.