



## Minutes of 2<sup>nd</sup> workshop

**Bulgaria**  
English language

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**Public version**

This public version contains very limited information, in order to protect the interest of companies who take part in the SPIN partnerships



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[www.epcplus.org](http://www.epcplus.org)

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## Second workshop, SPIN 1

### a) General information

**Title of the event:** SPIN Development

**Organized by:** BSERC

**Date:** 14.01.2016

**Duration:** 11.00 h – 13.30 h

**Location:** BSERC office, Sofia, 5 Borovets 5 Str.

#### Invited SPIN partners:

- SPIN partner 1: energy engineering and consultancy company
- BSERC acting as SPIN facilitator/supporter

### b) Agenda

<b>Topic:</b>
Summary of progress after 1 <sup>st</sup> Workshop
Review and discussion of the minutes of 1 <sup>st</sup> SPIN workshops held in other project countries; identification of best practices of other countries
Presentation and discussion of the Value Proposition Canvas
Presentation and discussion of SPIN organization, partnership contracts, technical tools

### c) Minutes

The following questions have been answered:

- *Who is your target group?*

Service SMEs. The SME owners and managers are the particular target.

- *What are the problems (pains) of your target group?*

They need to take care of too many issues. They have too little information about them and limited capacity to handle them.

- *What are the desires (gains) of our targeted clients?*

The desire is to outsource the tasks not concerning the main service.

- *What are the gain creators of your target group?*

An external company to fully manage the energy consumption without increasing costs.

- *What are the pain relievers of your target group?*

Provision of clear information and take care of the energy service.

- *About the services? What does the client want?*

The client wants to have guaranteed energy cost reduction and clear information about energy consumption.

- *Performance based features?*

The remuneration of the SPIN depends on the energy savings achieved and confirmed through M&V.

- *What is the final focus area of the SPIN?*

Comprehensive set of energy efficiency measures.

- *Which type of SPIN (simple, complex, complicated) are you going to choose?*

Simple

- *What are the final roles of each partner?*

The SPIN Principal develops the service concept, attracts and negotiates with clients, and manages the relations with the SPIN associates. The SPIN associates are responsible only for their own activities and preliminary or final agreements with them have already been made by the principal. The associates do not know each other.

- *Who is the first contact person?*

The SPIN Principle

- *Who is going to approach the client?*

SPIN Principle or sales agent or SME association

- *Risk sharing (Pure functionality, functionality + performance, several levels of warranty?)*

Very clear risk sharing – each member of the SPIN is responsible for the risks related to its own activity

- *Know-how sharing*

The know how belongs to the principle and is not shared with associates.

- *What are the requirements regarding competence-protection between SPIN-partners?*

There is no know-how sharing; therefore protection is not needed.