



EeB-CA² Training: Market Analysis – Key Aspects to Consider

Agenda

16th June 2016, Brussels, Belgium



Training Agenda– Thursday, 16th June, 2016



09.00	Arrival, Registration
09.30	Welcome, Introductions, Project and Training Overview
10.00	Introduction to market analysis
10.30	Macro-environment and system analysis
11.00	Coffee Break
11.15	Market research
12.00	Segmentation
12.30	Lunch
13.30	Competitive analysis
14.45	Coffee Break
15.00	Business aspects
15.45	Presentation of final case studies
16.30	End of the training

All steps of a market analysis will be directly applied by the participants in interactive exercises along case studies of the construction sector

Training Objectives – Why to participate



- Allow particularly SMEs and research organisations active in the energy-efficient buildings sector and smart cities initiatives to improve and accelerate the market uptake of their innovative technologies
- Give hands-on support on the development of market analyses for innovative solutions, especially when an organisation is planning to enter a novel market
- Let participants profit from the experience of two trainers with long-term expertise in the sustainable construction sector
- Great opportunity to get informed and exchange with members of the EeB community

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Who can participate? All organisations having been active in EU-funded energy-efficient building projects and all other interested organisations active in the construction sector

Participation fees: 30.00 € per participant

Register here: <http://tinyurl.com/gksb6nl>

Registration deadline: 9th June, 2016

The training is limited to max. 15 participants.

Contact person for further questions:

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Training Location

Renewable Energy House

63, Rue d'Arlon

1040 Brussels, Belgium

Near Maelbeek Metro Station



Trainers



Elena Laina (WIP Ltd., Greece)

Elena Laina has more than 15 years of experience in environmental and sustainable project management, environmental impact studies, SME business development, renewable energy and environmental accreditation and auditing in the European market. Her initial studies were carried out in Architecture Engineering, however due to her growing interest in construction & project management, she then proceeded to acquire a Master's in Business Administration(MBA) and build a managerial carrier in large multinational companies. Experienced in the structuring and closing of project deals, she has concluded advisory transactions mostly on behalf of private sector corporations and project developers for a number of PPP, PFI, BOT & Real Estate & Environmental projects.

She is currently (since 2010) Official Energy Auditor for buildings& energy studies, accredited by the Technical Chamber of Greece. Through her involvement in national organisations, she influences energy performance decisions in building sector and has access to country's decision centres.

Dr. Shane Colclough (University of Ulster, Ireland)

Shane Colclough carries out research both at the Centre for Sustainable Technologies in the University of Ulster and as principle at Energy Expertise Limited. His research area of interest is the application of the Passivhaus standard to temperate maritime climates and he is Chairman of the Passive House Association of Ireland. He has been a Chartered Engineer since 1994 and holds Masters in Engineering and Business Administration from UCD in addition to a Doctorate from the University of Ulster.

He believes passionately in the potential afforded by the Passive House Standard in providing a better standard of housing for citizens, simultaneously reducing dependence on fossil fuels and eliminating fuel poverty. He has authored papers on the topic of passive houses, solar assisted space heating and inter- seasonal energy storage in addition to presenting at national and international conferences. He is an experienced consultant and has extensive business experience ranging across energy, telecoms, IT, online marketing and tourism at both senior manager and director level.

Shane lives in Kildare, Ireland and is happy when sharing time with his wife Yvonne and two sons.

EeB-Ca2 in a nutshell



- **EeB-Ca2** initiative provides the right set of instruments supporting technology-clustering and geo-clustering upon the whole set of EeB PPP EC-funded projects related to energy efficiency in the built environment, with the following primary ambition: to enhance and rationalise coordinated and broader dissemination, technology transfer and future exploitation activities of clustered projects, so as to help them better promoting and marketing their achievements and deliverables. The projects are clustered along the value-chain approach used in the EeB PPP Roadmap.
- Coordination and Support Action, co-financed under the Energy-Efficient Buildings cPPP
- EeB-CA2 Consortium members:

