



# W4RES Hands-on Market Uptake Support Services for Promising RHC Projects

## Terms of Reference

You have been invited to take part in our call for interest to benefit from hands-on market uptake support services offered by our consortium because you were nominated by at least one of the consortium partners as a **promising project in the Renewable Heating and Cooling (RHC) sector**.

The present Terms of Reference aim at providing you with information on your involvement in the project activities as a beneficiary before you agree to participate.

### The W4RES Project

Women for Renewable Energy Sources (W4RES) is a cross-national 3-year long coordination and support action (01/11/2020 – 31/10/2023), supported by the European Union within the framework of the Horizon2020 Research and Innovation programme, with the aim of tapping into the great potential of women for supporting the market uptake of renewable energy sources (RES) for heating and cooling. The main goals of the project are to:

1. Assess regional specificities and frameworks at local, national and EU level to reveal factors that can hinder or enable the wider uptake of Renewable Heating and Cooling (RHC) in our target markets along with their gender dimension.
2. Co-create, develop and fine-tune viable solutions for scaling-up the involvement of women in introducing, deploying and supporting the uptake of renewable energy in the heating and cooling market.
3. Deploy, test, co-evaluate and validate W4RES' solutions, supporting RHC market uptake in diverse regional contexts, framework conditions and local heating and cooling markets across Europe.
4. Engage in multi-stakeholder cooperation, exchange knowledge and elaborate policy guidelines and recommendations for more informed policy, market support and financial frameworks. Raise awareness and communicate the project and its results, while also planning and acting towards fostering their widespread adoption and sustainable exploitation in the long term.

W4RES brings together a consortium of 12 partners across 8 different European countries. See Appendix I for list of Partners. In order to support RHC market uptake in diverse regional contexts, framework conditions and local heating and cooling markets across Europe, **W4RES will offer hands-on business and technical support services to 50**

**promising RHC projects.** W4RES foresees two rounds of open calls (2021 and 2022), selecting 25 RHC projects to support in each round.

The first call opens on July 1st, 2021 and accepts applications until August 31<sup>st</sup>, 2021. W4RES is looking for projects with focus on the RHC sector – with a high level of female engagement or interest in gender topics. Such projects may include (but are not limited to) innovative technologies or design concepts for energy efficient buildings or city quarters, business ideas on how to engage people to reduce their carbon footprint or identify sustainable ways to address negative impacts of climate change.

**Your promising RHC project has been nominated to participate in the W4RES selection process in order to receive hands-on market uptake support. We believe in your great potential as agent of change in supporting and accelerating the market uptake of renewable energy!**

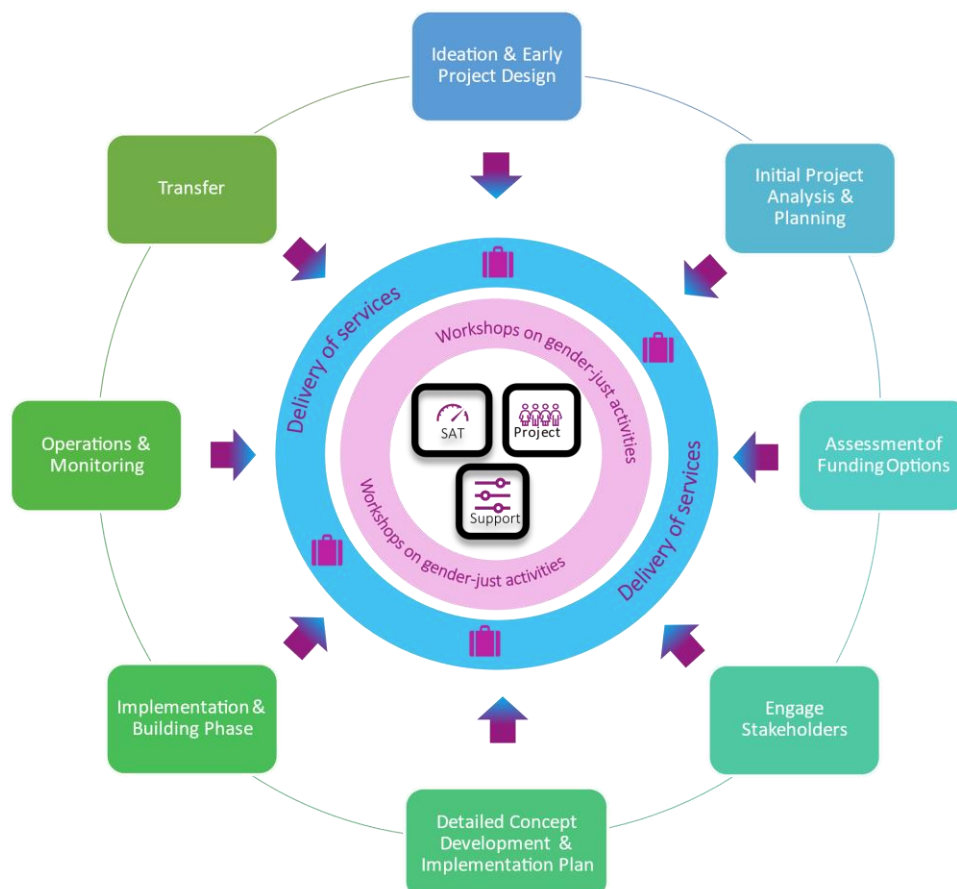
The terms of the participation in the open call for interest and nominations for this call are described below.

## Terms

These ‘Terms of Reference’ are effective from 01.07.2021 and continue until the completion of the support services or latest, until the end of the project on 31.10.2023.

## Market Uptake Support Services

The market uptake support services offered by W4RES can cover projects in various phases of development as shown in Figure 1.



**Figure 1: Project phases for market uptake service**

The market uptake support services are structured into **business and innovation support services** to facilitate and accelerate RHC market uptake and **technical support and consultancy** to help women set-up and deploy gender responsive RHC solutions. They include but are not limited to services from the following subcategories:

### Business and Innovation Support Services

The W4RES business support services encompass the following categories: (i) market research; (ii) business planning; (iii) access to finance support; (iv) networking; and (v) mentoring. They aim at developing the economic, financial, and administrative potentials and capabilities of the project and leading team, support expansion or increasing the innovation level of the project.

### Technical Support and Consultancy

The W4RES technical support services comprise activities in the following categories, but are not necessarily limited to these: (i) development of strategic and technical concepts in earlier phases of RHC projects; (ii) feasibility studies including modelling energy demand and regional RES supply potentials; (iii) energetic and environmental impact assessment, namely of CO<sub>2</sub> emissions; (iv) technical support and advice for pilot project implementation and monitoring; (v) advanced training of project staff or key stakeholders on benefits of RHC, renewable energies or related topics.

These services target the technical development and optimisation of your project, as well as its effective implementation, and the provision of tools for continuous improvement.

All projects will also be accompanied with activities and workshops to support decision-makers in raising awareness with regards to gender topics (e.g. women’s empowerment, diversity of aims, needs and motivations), using planned actions and tools (i.e. gender-responsive approaches) for appreciating and factoring these differences in the decision-making process, and making them fundamental elements in the design, implementation, monitoring and evaluation of RHC projects and policies.

Examples of the project phases for market uptake business and technical support services are listed in the Table 1 below.

Project phase	Business support services	Technical support services
Ideation & Early Project design		<ul style="list-style-type: none"> <li>Design Thinking &amp; Brainstorming</li> <li>Idea scanning &amp; development</li> </ul>
Initial Project Analysis & Planning	<ul style="list-style-type: none"> <li>Market research &amp; trends analysis</li> <li>Financial planning</li> <li>Business modelling</li> <li>Environmental modelling</li> <li>IPR Management</li> </ul>	<ul style="list-style-type: none"> <li>Analysing local conditions &amp; data</li> <li>Assessing technical feasibility</li> <li>Screening legal frame</li> <li>Supporting rough design &amp; sizing</li> </ul>
Assessment of Funding Options		<ul style="list-style-type: none"> <li>Assessment of funding options</li> <li>Training on R&amp;I funding programmes</li> <li>Investment readiness trainings</li> </ul>
Engage Stakeholders		<ul style="list-style-type: none"> <li>Matchmaking &amp; pitching events</li> <li>Partnering with local clusters</li> <li>Stakeholder analysis &amp; user engagement</li> </ul>
Detailed Concept Development & Implementation Plan	<ul style="list-style-type: none"> <li>Business model review</li> <li>Implementation roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Scenarios and 3D building simulations</li> <li>Boundary conditions</li> <li>Fine sizing, e.g. grid planning</li> </ul>
Implementation & Building Phase		<ul style="list-style-type: none"> <li>Project management</li> <li>Adaptations to changing circumstances</li> <li>Life Cycle Assessment</li> </ul>
Operations & Monitoring	<ul style="list-style-type: none"> <li>Feedback integration &amp; Adaptations to business model</li> </ul>	<ul style="list-style-type: none"> <li>Project Documentation</li> <li>Monitoring via UN 17 SDGs</li> <li>Certification</li> </ul>
Transfer	<ul style="list-style-type: none"> <li>Transfer to other projects</li> <li>Knowledge sharing (Green Cities)</li> </ul>	<ul style="list-style-type: none"> <li>Technical project analysis</li> <li>User feedback</li> </ul>

**Table 1: Table 1: Support services according to project phase & development level**

## Application and Selection Process

Your project will be evaluated based on the following dimensions:

- 1. Female Leadership, engagement level of women and/or gender topics in the project, e.g. gender mainstreaming tools, gender equality plans*  
The project is led by a woman or a woman is part of the project leadership team.  
The applicants want to engage women and gender related topics in their project.
- 2. Level of Innovation*  
The project is based on the use or development of an innovative product, system or process or on an innovative solution, idea, approach, organizational, cooperation or service concept.
- 3. Environmental and Technological Sustainability: e.g. use of sustainable technologies, reduction of greenhouse gas emissions*  
The project shows how people can reduce the carbon footprint or identifies sustainable ways to address negative impacts of climate change.
- 4. Business Case: Profitability, Feasibility, Scalability, Chances and Risks*  
The overall concept includes one or all of the above-mentioned topics and shows that the project is aware of the relevant market uptake activities of the project is likely to be realizable.
- 5. Other impacts: Other than RHC*  
The project shows further environmental, social or economic impacts outside of the RHC/energy sector, for example along the UN's 17 Sustainable Development Goals (SDGs).

The W4RES selection committee will assess each project along the weighted dimension of these selection criteria. The 25 projects with the highest scoring are selected to engage further with the W4RES experts and receive W4RES market uptake support services in this first round of calls.

The W4RES selection committee is made of the 12 consortium partners who all have relevant expertise in one of the listed criteria areas. Every partner has one vote.

Applications are accepted from **Belgium, Bulgaria, Denmark, Germany, Greece, Italy, Norway** and **Slovakia**. To participate in the selection process, you will have to fill in a short application form available on the W4RES website by July 1<sup>st</sup> 2021, if needed with the help of your respective Regional Hub Manager (can be found under **Contacts**). This form will provide the basis for the selection process of promising projects.

## Upon Selection: Roles and responsibilities

By applying to the W4RES open call for projects or being nominated by a W4RES consortium partner, you agree to fill out and sign the application and consent forms, and to take part in the respective selection process. If selected, you will obtain free **business and innovation support services** and/or **technical support services and consultancy**.

You will be contacted by the Regional Hub Manager of your region to inform you of the results of the selection process.

In case you have not been selected, you will have the chance to apply to the second round of the open call for projects expected to start in June 2022.

**The W4RES project provides several benefits to participating projects, such as:**

- Revealing the missing know-how or expertise for market uptake activities, while offering a tailored Service Action Plan (including KPIs and a time plan) co-defined with the project representative.
- Improved business and technical capacities for project implementation and market uptake.
- Increased networking and collaboration opportunities, and visibility as an important change maker in the RES community across Europe.
- Unique opportunity to acquire gender-specific knowledge around gender equality and gender mainstreaming.
- Indirect support by the highly qualified members of the [W4RES Advisory Board](#) through consultations of the AB by consortium members with respect to the delivery of the support services.

**As beneficiary of the market uptake support services and representatives of the selected projects, you are offered and expected to:**

- Fill in the self-assessment tool before the start and after the end of the delivery of the support services.
- Receive business and technical market uptake support services.
- Agree to participate in a “post-service delivery” survey to evaluate the offered services and activities implemented over the course of the collaboration.
- Agree to have your project listed on the W4RES website as one of the winners of the open call for projects.

**The W4RES partners delivering the support services (partner description can be found in Appendix I):**

- APRE - AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA
- EAP - ENERGY AGENCY OF PLOVDIV ASSOCIATION
- ECWT - EUROPEAN CENTRE FOR WOMEN AND TECHNOLOGY
- EGC - EUROPEAN GREEN CITIES APS
- HFT – UNIVERSITY OF APPLIED SCIENCES STUTTGART
- PEDAL - PEDAL CONSULTING SRO
- Q-PLAN - Q-PLAN INTERNATIONAL ADVISORS PC
- WECE - WOMEN ENGAGE FOR A COMMON FUTURE EV
- WR - WHITE RESEARCH SPRL

## **Collaboration between W4RES Consortium Partners and Project Representatives**

The relationship between the W4RES Regional Hub and the project representative and potential other participants involved in the project activities is built on trust and mutual respect. Therefore, the following rules should apply to establish a code of conduct between the involved parties:

- Each party agrees to truthfully communicate information, potential risks and issues that could impact the project in an accurate and timely manner.
- The collaboration and services delivered are based on the Service Action Plan, which will be developed based on the assessment of the needs of the projects.
- All parties involved in the delivery and receiving of support services are expected to attend scheduled meetings and fulfil the jointly defined activities and steps in the process of delivery of the support services.

### **Expected Timeline and Important Dates**

The open call for projects will be officially published on the July 1<sup>st</sup>, 2021. From this day, applications via open call and nominations by the W4RES Regional Hub managers will be accepted.

The evaluation and selection processes for the W4RES open call for projects and nominations will start in September 2021 and will be completed by October 2021.

The delivery of services for the first batch of supported projects will start in October 2021 and will be completed latest by September 2022.

## Resources and finance

Supported RHC projects understand that they receive the rendered services for free and that they have to invest the time for collaboration and joint activities in order for delivering parties to perform the services. The time spend on the performed activities will not be charged to the project.

## Amendment, Modification or Variation

These Terms of Reference may be amended, varied, or modified in writing after consultation and agreement by the selected projects.

## Contacts

Any further information or concern about any aspects of your experience as beneficiary of the market uptake support services can be addressed to your **W4RES Regional Hub Manager**, using the details provided below:

Hub Region	Partner	Contact	E-Mail	Phone
Belgium	WR	Giulia Zendron	<a href="mailto:g.zendron@white-research.eu">g.zendron@white-research.eu</a>	+32 2 520 00 09
Greece	Q-PLAN	Kostas Dasopoulos	<a href="mailto:dasopoulos@qplan-intl.gr">dasopoulos@qplan-intl.gr</a>	+30 2310 257277
Germany	S2I	Despoina Ntagiakou	<a href="mailto:Despoina.Ntagiakou@steinbeis-europa.de">Despoina.Ntagiakou@steinbeis-europa.de</a>	+49 711 123 4010
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Slovakia	PEDAL	Jana Bielikova	<a href="mailto:j.bielikova@pedal-consulting.eu">j.bielikova@pedal-consulting.eu</a>	+421 948 021 559
Bulgaria	EAP	Angelina Tomova  Ina Karova	<a href="mailto:angelina.tomova@eap-save.eu">angelina.tomova@eap-save.eu</a>  <a href="mailto:ina.karova@eap-save.eu">ina.karova@eap-save.eu</a>	+359 32 62 57 54
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Denmark	EGC	Elsebeth Terkelsen	<a href="mailto:et@greencities.eu">et@greencities.eu</a>	+45 2757 1955

We are looking forward to your application and a potential collaboration!

## Appendix I List of partners in the consortium

- **AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA, Italy**  
A non-profit research organization to meet the growing demand for information on European Research Programs by providing information, training and assistance on the Framework Programs for R&I of the European Commission. More information at: <https://www.apre.it/>
- **CIVIESCO SRL, Italy**  
The Energy Service Company of Civibank, CiviESCO promotes urban regeneration, smart city projects and energy efficiency in the public and private sectors, being active in the urban, energy and fintech sectors all while gaining significant experience in building and financing 'green' operations and projects. More information at: <https://www.civiesco.it/>
- **ENERGY AGENCY OF PLOVDIV ASSOCIATION, Bulgaria**  
An agency devoted to promoting energy efficiency and renewable energy sources on regional and local levels. Regarding its agenda, EAP carries out feasibility studies, energy analyses, and energy project identification, development and management. More at: <https://www.eap-save.eu/>
- **EUREC EESV, Belgium**  
A leading association of research centers and university departments in the renewable energy sector. EUREC promotes and supports the development of innovative technologies, transition to more sustainable energy systems, education and training in the field of renewable energy technologies. More information at: <https://eurec.be/>
- **ECWT - EUROPEAN CENTRE FOR WOMEN AND TECHNOLOGY, Norway**  
A European non-profit organization focusing on promoting women's STEM & ICT uptake and leading, as well as participating in large scale EU research projects. For more information please visit: <http://www.ecwt.eu/>
- **EUROPEAN GREEN CITIES APS, Denmark**  
A non-profit organization participating actively in EU proposals and projects that are mainly relevant to the development of green cities and buildings, while offering expertise in the urban planning, energy & ICT sectors. For more information: <http://greencities.eu/>
- **HOCHSCHULE FUR TECHNIK STUTTGART, Germany**  
One of Germany's oldest Universities of Applied Sciences with its main research focusing on building, infrastructure and mobility while developing and coordinating successful national and international research projects. More information at: <https://www.hft-stuttgart.de/>
- **PEDAL CONSULTING SRO, Slovakia**  
An innovation and management consulting company that focuses its activities on provision of business and innovation support services, design, management and implementation of European R&I projects, in various environmental sectors. Please visit at: <https://pedal-consulting.eu/>
- **Q-PLAN INTERNATIONAL ADVISORS PC, Greece (W4RES Coordinator)**  
An innovation consulting company actively involved in the European R&I landscape, providing business and innovation support services to private and public organizations across several industries and market sectors. More information at: <https://qplan-intl.com/>

- **STEINBEIS 2I GMBH, Germany**  
A non-profit organization within Steinbeis Innovation GmbH (SIG) with its main expertise in building innovation capacities in SMEs, supporting cross-border research and technology transfer as well as providing professional training development. More information at: <https://www.steinbeis.de/>
- **WHITE RESEARCH SPRL, Belgium**  
A social research consulting firm, specializing in consumer behavior, market analysis and innovation. It mines and interprets hard-to-grasp consumer and user insights through a combination of modern analytics, marketing research, collective intelligence, and evaluation methods to design efficient actions that put the end-user at the centre of the decision-making process. More information at: [www.whiteresearch.eu](http://www.whiteresearch.eu)
- **WOMEN ENGAGE FOR A COMMON FUTURE EV, Germany**  
A non-governmental and non-profit organization and member of an international network of health and environmental organizations advancing women's rights and sustainable development in multiple health & environmental areas. More information at: <https://www.wecf.org/>