



**Energy
Enterprise
Coach**

The Energy Enterprise Coach (EEC)

An initiative by RVO and EnDev

Why EEC?

Business development services (BDS) plays a crucial role in enabling renewable energy enterprises to increase sales, access finance and scale operations. The Energy Enterprise Coach (EEC) is a flagship initiative conceptualized and funded by the Netherlands Enterprise Agency (RVO) and the Energizing Development (EnDev) partnership to fulfil this crucial role. The EEC will offer the best skills, services and expertise in business development services to support professionalisation of clean energy Small and Medium enterprises (SME) to foster their growth and development. The EEC team will leverage its strong experience in enterprise development and digital innovation to become a best-in-class one stop-shop and globally recognised go-to facility for BDS delivery to renewable energy enterprises.

Our Objectives

Our objective is to provide an inclusive, solution-oriented approach to support a number of renewable energy enterprises (encompassing at least 25% women-owned SMEs) accelerate their growth trajectory towards investment readiness, ultimately contributing to the goal of delivering Sustainable Development Goal 7 (Affordable and Clean Energy).

Our Service Offering

The implementation timeframe for EEC BDS support is from November 2022 to October 2025 and is open to SMEs in the renewable energy sector supported by SEE Clean Cooking programme, which includes the Africa Biogas Component (ABC) and the Higher Tier Cooking Component (HTCC), and the Energizing Development (EnDev) Partnership (see <https://endev.info/portfolio>).

EEC will deliver BDS interventions tailored to the enterprise's stage of growth (either early, growth or advanced), clean energy offering (improved and clean cooking, biodigesters, organic fertilizer and off-grid solar), context and location. EEC will focus on high priority intervention areas where the greatest impact can be achieved. Proposed areas of BDS support are noted in the figure below



**Business Planning
and Strategy
Development**



**Marketing
and Sales**



**Running a
Business**



**Integration of
technological
innovation and
automation**



**Working
capital**

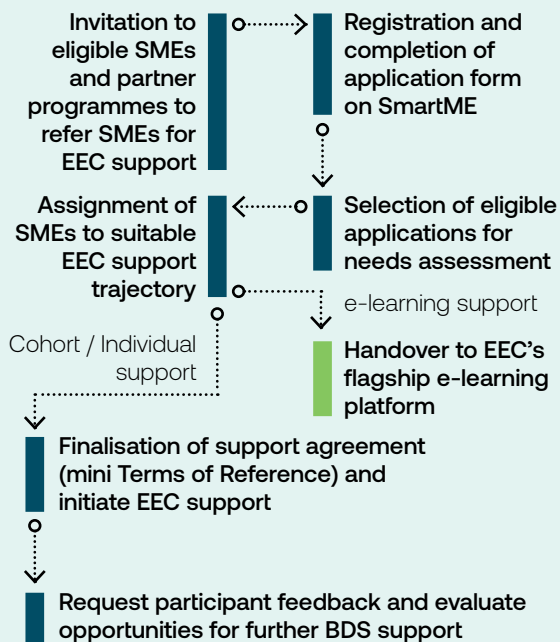


**Raising
finance**

How we will deliver BDS

BDS interventions offered by the EEC will take three forms:

 <p>e-learning</p>	 <p>Cohort trainings</p>	 <p>Individual mentoring</p>
<p>Long-distance learning through an online platform including e-mentorship support</p>	<p>Group-based physical training sessions</p>	<p>Individual SME mentoring by an experienced mentor</p>
<p>Deliverable</p> <p>800 e-learning offerings</p>	<p>Deliverable</p> <p>75 trainings</p>	<p>Deliverable</p> <p>80 mentorship programmes</p>



Enterprise Application Process

Enterprises will be invited to apply for EEC support through a custom-built EEC website (currently under development) containing an on-line application platform (called SmartME) where SMEs input basic business profile information and their BDS needs. An EEC Relationship Manager then contacts the enterprise to validate their growth stage, review and prioritise the identified BDS needs and based on this understanding, recommends the appropriate BDS intervention area(s) and suitable support trajectory – E-learning; cohort training; and/ or individual mentoring.

For any questions, please reach out to us at EECoach@niras.dk

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