



Il Business plan per le azioni di Mayors in Action

3° Sessione di Formazione
WP2 –Training – peer-reviews –
coaching

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Empowering Covenant of Mayors Coordinators and Supporters to assist municipalities in
implementing and monitoring their Sustainable Energy Action Plan

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Il Business Plan

Cos'è e cosa serve il Business Plan?

Il BP è un **documento** che descrive dettagliatamente gli aspetti del processo di creazione di un'iniziativa o di un progetto, al fine di dimostrarne la **fattibilità** dal punto di vista **tecnico** ed **economico**.

Serve per:

- Fornire un biglietto da visita convincente al soggetto finanziatore;
- Creare uno strumento di pianificazione: per analizzare al meglio ogni aspetto del progetto e quindi:
 - evidenziare i punti di forza
 - verificare come ovviare ai punti di debolezza.

[Esempio: Modello business plan UNITN.pdf](#)



I Business Plan elaborati dal partenariato di MiA



3 tipologie

1. BP Per investimenti diretti della pubblica amministrazione
2. BP per investimenti di terzi (es. privati cittadini – gruppi d’acquisto, mezzi per la mobilità sostenibile)
3. BP per attività «soft» (es. campagne di sensibilizzazione e comunicazione)

I modelli sono flessibili a seconda delle esigenze.

Secondo EASME, dovrebbero essere di 15 pagine min.



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IMPLEMENTATION WORKSHOP

Revisione e contestualizzazione
del Business Plan



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Le nostre azioni / SOGESCA



MiA_WP2_Business Plan

3rd parti investments
Investments/ Lighting
Investments/building
Investments/ Other
Soft Measures

SOG	Este (PD)	District Heating /Refurbishment of public buildings	Smart metering and lighting in public buildings	Sustainability Criteria in Municipal Regulations
SOG	Rubano (PD)	Refurbishment of public buildings	PV on private/ company buildings	internal lighting systems of Industrial sector
SOG	Santorso (VI)	Refurbishment of public buildings	Energy Counter	Energy Purchasing Groups
SOG	Schio (VI)	Energy Audits for private buildings	Smart Mobility	Energy counter
SOG	Duino Aurisina	Refurbishment of public buildings	Energy Purchasing Groups	tbd



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Le nostre Azioni / Regione VENETO



VENETO	Affi	Public lighting	Certification ISO 50001 of the Municipality	Installation of PV canopies
VENETO	Bagnolo di Po	Lighting of the cemetery	House of water: service that guarantees the reduction of waste in the area and a reduction in CO2 emissions	Information Campaigns: ENERGIcAmente
VENETO	Gavello	Smart metering in public buildings	Purchase of certified green energy and promotion of RES	Information Campaigns: ENERGIcAmente
VENETO	Lendinara	House of water: service that guarantees the reduction of waste in the area and a reduction in CO2 emissions	Information Campaigns: ENERGIcAmente	Energy helpdesk
VENETO	Mareno di Piave	Public lighting	Audits, metering and energy monitoring	Information Campaigns on renewable energy sources, energy savings
VENETO	San Donà di Piave	Public lighting	Smart metering in public buildings	Implementation of Pedibus: a human bus, formed by a group of children "passengers" and adults "drivers" and "controllers"
VENETO	Joint SEAP: Farra di Soligo, Sernaglia della Battaglia	Public lighting	Tree planting	Biomass district heating
VENETO	JOINT SEAP: Cappella Maggiore, Fregona, Sarmede	Electrical bike sharing among Municipalities	Involvement of a third party: supply of biomass for a district heating for the inhabitants of the 3 Municipalities	Info Campaigns: Energy day at school

Grazie per l'attenzione!

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