

The Energy Transition of SMEs in the Euro -Region
(Aquitaine-Euskadi , Navarra and Rioja)

Memory Project

Olivier d'Arexy

Consultant economy and environment

olivier.darexy@sfr.fr

January 2015

EXECUTIVE SUMMARY

"The Energy Transition in Euro-regional SMEs"

(Aquitaine-Euskadi , Navarra and Rioja)

PURPOSE: Prospective and preparation of Euro- regional SMEs in the energy transition.

In a market logic, national or international, to fit the energy transition (TE), existing clusters should evolve towards a logic of Euro-regional proximity and develop strategies with a cooperation on different fields of TE and an approach "Interclustering".

BACKGROUND:

- General:

- Energy: exhaustion or depletion of fossil energy resources, materials
- Competition from low-cost countries in all sectors.
- Risks and uncertainties increase in all areas

- Euroregional¹:

- The need to preserve the industrial base of SME businesses
- The current fragility of SMEs:
 - Upstream: from suppliers , materials supplies, components and energy
 - Downstream: by their dependence of markets dilemmas in sectors such as aerospace and automotive, and to clients 'Donors of Order"(DO) as Airbus, Safran, VW, and the competition of international distribution groups (eg Carrefour , Ikea ...) in traditional markets (eg furniture , shoes ...)

OBJECTIVES:

- 1 / Educate Euro-regional SMEs on the need to make PROSPECTIVE
- 2 / Propose methodological tools to make strategic scenarios (2020).
- 3 / Develop synergies and cooperation between SMEs in the Pyrenees Euro-region.

METHODOLOGY AND MEANS:

- Interclustering on the theme of the energy transition
- Choice of tools and assumptions to be used scenarios and models:
 - Strategic Analysis
 - Co-building scenarios and expanding the vision
 - Preparation of response strategies

PARTICIPANTS:

- Existing Clusters in the Euroregion , SMEs , Universities, European agencies ...

Funding: European Union, Autonomous Communities and Regional Councils, and self-financing by the Clusters and SMEs.

¹ Aquitaine-Euskadi, Navarra et Rioja