

REEValue: Unlocking Sustainable Cost Saving Energy Solutions

As businesses across Europe navigate increasing energy costs and growing sustainability requirements, access to practical, tailored support remains critical. The REEValue Project has been addressing this need by working directly with businesses across multiple countries, while developing accessible tools to support long-term energy transition.

Funded under the EU LIFE Programme (2023–2026), REEValue focuses on the food, beverage and logistics sectors, industries where energy demand is significant, and where targeted interventions can deliver tangible cost savings and emissions reductions.

Business Outreach Across Value Chains

A core element of REEValue is its hands-on engagement with businesses across Ireland, Malta and Portugal. Through targeted business outreach, the project has supported companies in identifying and implementing energy efficiency and renewable energy opportunities.

This includes direct engagement with SMEs as well as larger organisations, enabling knowledge-sharing across the value chain and ensuring that solutions are grounded in real operational contexts. Businesses have been supported in:

- Understanding their energy use
- Identifying improvement areas
- Exploring practical energy-saving recommendations
- Accessing relevant supports and funding opportunities

Workshops and International Collaboration

Alongside direct business engagement, REEValue has delivered a series of workshops across Ireland, Malta and Portugal bringing together SMEs, industry representatives and experts from across the food, beverage and logistics value chains. These sessions combined practical case studies, technical insights and interactive discussions, enabling businesses to explore energy efficiency opportunities, value chain collaboration and access to financing supports in a real-world context.

A key milestone was the International Conference on Decarbonising European Value Chains, held in Cork in September 2025. The event brought together businesses, policymakers and technical experts from across Europe to share best practices, explore collaborative approaches, and showcase solutions such as the REEValue platform. Through a mix of technical sessions, industry panels, and interactive workshops, participants identified

practical actions to reduce energy use and emissions across value chains, while strengthening connections between local business action and wider European policy objectives.

Developing a Practical Online Tool for SMEs

Alongside its on-the-ground engagement, REEValue has developed a digital platform designed to provide businesses, particularly SMEs, with a clear and accessible starting point for action.

The REEValue platform enables businesses to:

- Carry out a quick self-assessment of their energy performance
- Estimate their carbon footprint
- Receive tailored recommendations for energy efficiency and renewable energy improvements
- Access information on available grants and supports
- Explore real examples through case studies of actions implemented by other companies

Designed to be free and user-friendly, the platform translates technical energy data into practical insights, helping businesses move from awareness to implementation.

Learning from Real Business Examples

A key strength of the REEValue project is its focus on capturing and sharing real business experiences. Case studies developed through the project demonstrate how companies are applying energy efficiency and value chain measures in practice, providing tangible examples for others to follow.

So far, participating companies include Sammontana (Italy), a producer of gelato and frozen desserts; 9 White Deer (Ireland), an independent microbrewery; Simonds Farsons Cisk plc (Malta), a leading brewer; Herdade da Figueirinha (Portugal), an agro-industrial company; Ballymaloe Foods (Ireland), a food producer; and GSD (Malta), a bottling company.

These examples highlight not only the diversity of approaches available, but also the business case for action, particularly in terms of cost savings, operational efficiency and resilience.

Driving Practical Impact for SMEs

By combining direct business outreach across Europe with the development of an accessible online tool, REEValue is helping to bridge the gap between ambition and implementation.

The project demonstrates that, with the right supports in place, SMEs can take meaningful steps towards improving energy performance delivering benefits both for their businesses and for Europe's wider climate objectives.