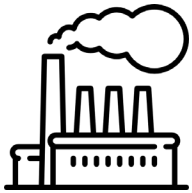


# THE GLOBAL SERVITISATION FOR ENERGY TRANSITION ALLIANCE



SET **ALLIANCE**

# SUSTAINABLE, CLEAN AND ENERGY EFFICIENT SOLUTIONS PLAY A KEY ROLE IN TACKLING CLIMATE CHANGE



## 73%

Of GHG emissions come from the energy sector.



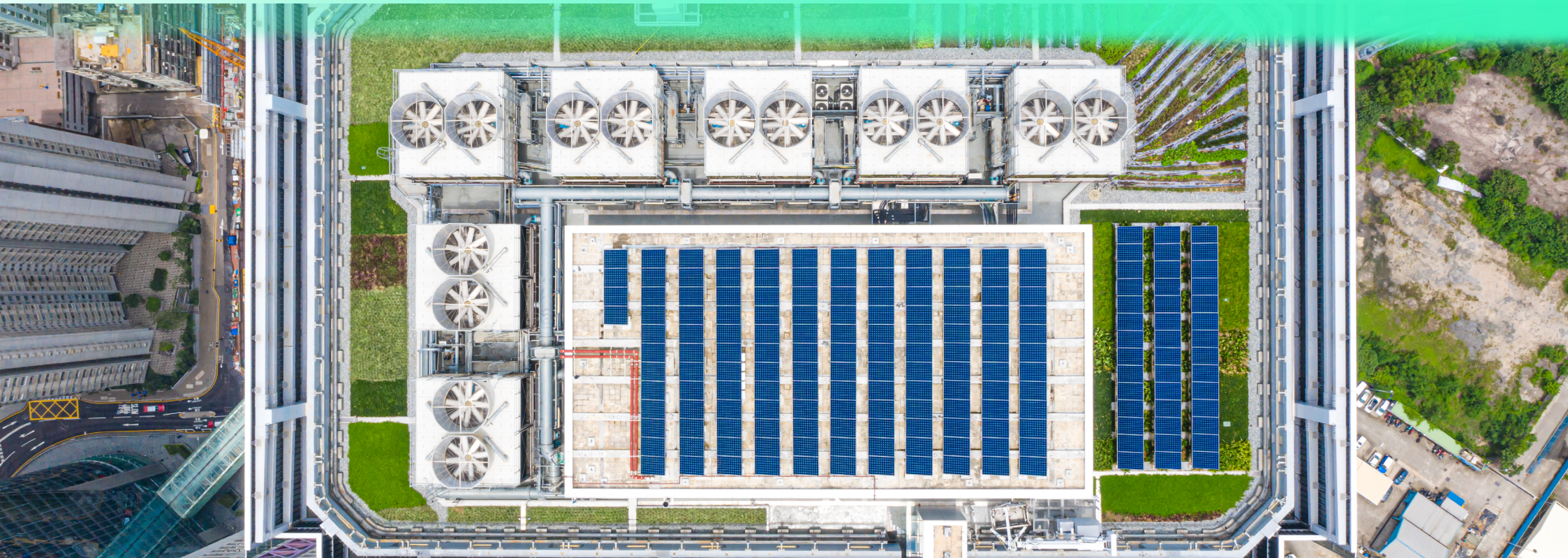
## 47%

Increase in global energy demand by 2050.



## 35%

Of all GHG savings required can be achieved with energy efficiency.





# SERVITISATION

The global Servitisation for Energy Transition Alliance is a network of visionary entities.

It aims to accelerate the deployment of sustainable, clean and energy efficient solutions to reach the path to net zero in a sustainable and circular manner, through the deployment of the innovative business model "Servitisation". The SET Alliance has been founded by BASE in Switzerland.

Members represent a diversity of the most innovative and successful companies that bring forward approaches to apply servitisation from financial entities to technology providers, private and public entities, non-governmental organisations and associations.

## WHY SERVITISATION?

Strong market and demand-side barriers slow down market adoption of clean and energy efficient technologies. These include higher upfront costs compared to conventional technologies, perceived performance risks, limited knowledge of maintenance and supply-chain risks, as well as customers' competing investment priorities. Servitisation effectively tackles these barriers and provides the lowest life cycle costs for the end-user.

## WHAT IS SERVITISATION?

It is an innovative business model through which customers engage with solutions on a pay-per-use approach, rather than purchasing the physical asset; therefore avoiding the upfront costs of expensive modern efficient systems, as well as all the risks and hassle that may be associated with new technologies. Customers directly benefit from improved performance and reduced emissions while technology providers keep ownership of the equipment, and remain responsible for all costs related to the installation, operation, and maintenance of the asset.



# ABOVE & BEYOND



## Servitisation enables a Circular Economy

it encourages manufacturers to design for reuse rather than obsolescence, to maximise efficiency and recover materials, thus supporting a circular economy. It is a model which benefits the people, the economy, and the planet.



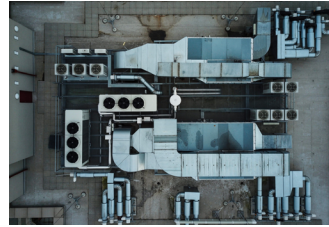
## Servitisation enables adaptation in many contexts

such as for the cold storage of food or medicine in off-grid remote locations, but also in rural areas, hospitals, universities, airports, train stations etc.





# APPLICATIONS



Applications where the model is applied include but is not limited to the:



Heating sector



Cooling industry



E-Mobility



Compressed air



Lighting

Customers vary across a wide range of industries.

These include but are not limited to industrials, residentials, hotels, real estate, data-centers, health care facilities, food production (from large to smallholder farmers), ICT, etc

**Digitalisation plays a key role for Servitisation.**

Remote monitoring and smart data algorithms enable a more effective and efficient operation of the asset, therefore also improving their overall life-cycle performance.

# WHY JOIN

## BENEFITS OF JOINING THE ALLIANCE:



Gain access to tools,



Receive professional development and technical support,



Access supporting material to enhance learning and dissemination on how to implement the model,



Collaborate with entities interested to deploy servitisation,



Network with experts and entities interested in servitisation,



Increase exposure and participation in webinar, podcasts, case studies, articles related to servitisation and climate-driven solutions.

## PERKS OF JOINING THE ALLIANCE:



Access to closed door round table meetings not available to the public within events,



Exclusive access to Q&A sessions with the steering committee,



Advertising opportunities for your corporate logo on tools, publications and events,



Priority access in show-casing members' case studies in articles and videos,



Contribute towards the publications and development of tools created by the SET Alliance.

The SET Alliance activities are structured to enhance the capacity of member organisations to navigate through the challenges of implementing the model and maximise the impact of servitisation in sustainable clean and energy efficient solutions, supporting in accelerating the path to net zero.





# BACKGROUND

The SET Alliance builds on and strengthens the work completed by the Cooling as a Service (CaaS) initiative and the Efficiency as a Service (EaaS) project, both led by BASE since 2018 and 2020, with the support of the Clean Cooling Collaborative and the European Commission, respectively. These initiatives have demonstrated strong value in supporting partnering companies and organisations in

adopting and deploying the servitisation model to provide clean and energy efficient solutions to the market. The SET Alliance brings together the relevant stakeholders to deploy servitisation effectively. This includes involving the right technology partners, industry associations as well as financial partners for the appropriate type of funds to be provided for.



## HOW TO JOIN THE SET ALLIANCE

Contact the SET  
secretariat  
[SET@energy-base.org](mailto:SET@energy-base.org)  
[www.set-alliance.org](http://www.set-alliance.org)  
[@set\\_alliance](https://twitter.com/set_alliance)

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