

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Winsol Doo: Renewable energy production in Montenegro

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Name:	Winsol Doo
City, country:	Podgorica, Montenegro
Name of entrepreneur/ founder:	Jagoš Bajić

Description	The main activities of the company are design, installation, servicing and maintenance of renewable energy sources. (Small wind generators, high-power, solar systems for electricity generation, solar water heating systems and additional systems based on biomass for heating buildings, solar lighting systems, LED lighting and electric bicycles). In Montenegro, the products are assembled while production is done in other countries.
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Investment	In 2010 the initial investment amounted to EUR 300,000. Certain quantities of components for the aforementioned systems were purchased; staff training and performing at fairs in Montenegro and in the region were organized.
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Stakeholders	Family business, users of solar systems and other systems that generate energy from renewable sources.
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Employment generation	At the beginning of operation, 3 employees. In 2011, increased the number of employees and now there are 8 employees. <i>Qualification structure of employees:</i> 6 engineers, a designer, a skilled worker. All workers are admitted on a permanent basis in accordance with labor law.
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Timeline	In 2009 was created the idea of a company. The idea was born due to frequent residence in Germany and introduction of renewable energy sources as well as by watching trends in Europe. In 2010 the company was founded. In 2011 started export activities; the company opened offices in Belgrade (Serbia) and Athens (Greece).
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Feasibility study	Considering the growing importance of renewable energy sources, there is an idea to promote systems that generate energy directly from this. The owner initially only dealt with the import of technologies and their execution, and recently began with the production (not in Montenegro, but there are plans for it).
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Geo-social-economic setting	Not available.
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Key features	<ul style="list-style-type: none"> • Renewable energy sources; • All products offered are 100% environment friendly and energy saving; • Contribute to reducing CO₂ gas emissions and thus protect the environment.
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Overall rational and motivation	To create a recognizable brand and promote environmental and sustainable business in Montenegro.
Strenghts	<ul style="list-style-type: none"> • Business is conducted in compliance with all environmental requirements. • There is no any adverse impact on the environment and health.
Challenges and constraints	<ul style="list-style-type: none"> • Lack of awareness about renewable energy. • The problems of financing projects (renewable energy) by the banks as they do not realize the importance of renewable energy and cost savings for LED lighting for overall social development. • Not enough understanding of municipal and state authorities to the importance of using renewable energy sources. • High input costs, which are long-term cost-effective.
Direct activities and Impacts	<ul style="list-style-type: none"> • Relationship with suppliers is good and there is a mutual satisfaction. • From its establishment until today, the company constantly increased traffic. • Export activities (Serbia, Bosnia and Herzegovina, Croatia, Slovenia, and Macedonia).
Use of innovative Technologies	For every product high technical achievements are used. The company is trying to keep up with global trends when it comes to these products. Currently most products are imported from the markets of Germany, a part of them (ie. electric bikes) are assembled in Podgorica. The company plans to build a building of 900 m ² which is planned to organize the production of certain components.
Evidence of a holistic approach/world view	The company has all the certificates for designing and installing solar systems issued by authorized institutions in Germany (and thus fulfilled all the EU standards in the design and construction).
Scale of benefits	Turnover in the first year of business was at a level of EUR 200,000. Traffic made in 2011 amounted to EUR 2,000,000. The traffic is constantly growing.
Policies, incentives and regulations needed	The incentives for this type of business are very low. It is necessary to make further efforts and recognize the importance and application of products that contribute to saving and preserving the environment and allow some forms of incentives.
Lessons and recomendations	Application of renewable energy is gaining more importance in the world. It is necessary to create a good environment and infrastructure in our country to adopt and apply the current technology in this field and thus contribute to environmental protection.

References:

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