



ANDREAS VON SCHOENBERG CONSULTING

Recycling | Renewable Energy

Business profile & project examples

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Profile

35 year track-record in international business development

Senior executive roles with Cleanaway, SULO, Veolia and Colexon Energy

Successes

- Development of waste management business in Germany with annual sales of €550 m
- Chief Strategy Officer for international waste management group (Asia, Australia, Europe)
- Established UK subsidiary for German solar power company

Independent consultant since 2013

Focus industries

- Waste management and recycling
- Renewable energy (biogas, solar, wind), energy storage, energy efficiency

Focus countries

DACH, Ireland, UK, Eastern Europe and Central Asia



Core business services

Private Sector

- **Market Intelligence**
Analysis of industry sectors, customers, product groups, competitors, market and regulatory drivers
- **Internationalisation**
Development and implementation of market entry strategies; selection of project and sales partners; identification of M&A and joint venture opportunities
- **Sales and Marketing**
Sales-focused marketing and communications; selection of sales partners and leads

Public Sector, Professional Bodies and NGOs

- **Foreign trade promotion**
Organisation and moderation of conferences, seminars and workshops; organization of trade missions; preparation of information on export markets, such as country profiles and fact sheets
- **Public relations for NGOs**
Preparation of reports; expert interviews; organization and moderation of award ceremonies

Selection of recent projects

Client / Partner	Year	Description	Countries
Engineering firm	2023	Review of market for X-ray scanners for real-time biomass and refuse derived fuel quality analysis	DACH
Grid inspection firm	2023	Market analysis of high and medium voltage power grid fault detection and vegetation management solutions	Germany
Manufacturer energy efficiency devices	2023	Customer analysis for HVAC energy efficiency devices and prequalification of partners	Germany
Independent power producer	2022	Qualification of project developers for battery energy storage solutions (BESS) > 10 MW	Germany
Dresden University of Technology	2021	Joint publication of factsheet on waste management infrastructure and policies	Belarus
CMS Law	2021	Joint publication of factsheets on waste management infrastructure, policies and business opportunities	Serbia, North Macedonia, Montenegro

Selection of recent projects

Client / Partner	Year	Description	Countries
Compliance software provider	2021	Analysis of regulatory drivers for the installation and maintenance of grease traps in HORECA establishments	Germany
Engineering firm	2021	Review of international development banks' project finance activities and criteria for public-private partnerships in the water supply/wastewater treatment sector	Ukraine
Engineering firm	2020	Review of permits for waste-to-energy plants (operating licences and construction permits)	Ukraine
RETech / Federal Environment Ministry	2019 - 20	Detailed report on municipal waste management practices and policies	Armenia
Waste management company	2019 - 20	Development of a business plan for the collection and anaerobic digestion of food waste	Belarus

Selection of recent projects

Client / Partner	Year	Description	Countries
BN Umwelt / Federal Environment Ministry	2018	Review of municipal waste landfilling sites and practices	Ukraine
Germanwatch e.V.	2018	Co-authored report on socio-economic benefits of transiting from coal to renewables for power generation	Kosovo
Software developer	2018	Communications campaign for developer of 4D software tool for district heating networks	Germany
RETech / Federal Environment Ministry	2017 - 18	Detailed report on municipal waste management practices and policies	Montenegro
Wind turbine manufacturer	2017	Market analysis for small and micro wind turbines	Germany
RETech / Federal Environment Ministry	2016 - 17	Detailed report on municipal waste management practices and policies	Ukraine

Selection of recent projects

Client / Partner	Year	Description	Countries
Software developer	2016	Analysis of drivers for wind power forecasting and impacts on electricity trading	Germany
NGO	2015 - 22	Member of Jury to select winners of annual Cleantech start-up competition	West Balkan countries
Wind power service company	2015	Analysis of opportunities and customers along the wind industry value chain for a provider of power electronics repair services	Germany
Waste management company	2015	Review of waste-to-energy facilities, technologies and capacities	Germany, Poland
Various / Federal Economics Ministry	2014 - 16	Moderation of various renewable energy and energy efficiency conferences as part of the Export Initiative Energy	Europe, USA
Berlin Senate / BEN Berlin-Brandenburg Energy Network	2014	Organisation and moderation of workshop on anaerobic digestion of organic waste for German-Turkish Energy Conference in Istanbul	Turkey

Selection of recent projects

Client / Partner	Year	Description	Countries
Solar power company	2013 - 14	Identification and targeting of municipal utilities for the launching of PV self-consumption solutions	Germany
Solar power company	2013 - 14	Analysis of industrial clusters in Hessen, Lower Saxony and North Rhine-Westphalia for PV self-consumption potential	Germany

Contact details

35 year track-record in international business development

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