

InterSEE

# Interdisciplinary Analysis of Successful Implementation of Energy Efficiency in the Industrial, Commercial and Service Sector

## Objectives

In industry and services, huge potentials exist to increase energy efficiency and to reduce GHG-emissions. It is the objective of the project to point at possibilities to close this implementation gap between the feasible options and the observed insufficient activities. The study aims to broaden the scope of conventional analysis by an innovative approach emphasising the socio-psychological dimension of decision processes and behaviour. The focus will be put on positive examples of efficiency programmes in order to identify the preconditions of successful activities. It is the objective to analyse the interdependencies between the complex environment of efficiency programmes and the behaviour of the individual actor. The study aims to provide effective policy recommendations as components of an integrated strategy, contributing to increased energy efficiency and climate protection in Europe.

## Contents

For all types of actors in industry, commerce and services, a remarkable implementation deficit concerning rational energy use and climate protection can be stated. To clarify the dimension and structure of the untapped potentials, a synopsis of feasible options of rational energy use will be carried out. For the specific agents, an analysis of hindering and fostering factors will be undertaken, leading to a framework of work hypotheses. With regard to the holistic character of analysis, the systematic will contain interdisciplinary criteria with emphasis on the implementation process. The innovative approach will expand the conventional analysis by focussing the hypotheses on aspects regarding the human dimension, stressing the socio-psychological perspective of decision processes. A detailed analytical framework will be derived in order to investigate the interactions between the individual behaviour and the surrounding political, economic and social environment. It will serve as point of depart for an empirical analysis of 50-70 positive examples of successful efficiency programmes or activities and their impact on the single actor. The analysis will contain in depth interviews with participants, executives and experts involved.

The comprehensive examination of successful implementation processes will allow to draw conclusions about effective policy instruments fostering increased energy efficiency. The case specific outcomes will be tested with respect to the general transferability with the purpose to enable a broad dissemination of the results. Thus, the project will make an innovative and significant contribution to the goals of the European energy policy by providing effective programme modules of an holistic concept of an efficiency strategy.

## Impressum

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## PROJECT-INFO

### Projectname:

- "Interdisciplinary Analysis of Successful Implementation of Energy Efficiency in the Industrial, Commercial and Service Sector" (InterSEE)

### ordered by:

- Europäische Kommission (DG XII, JOULE)
- Bundesministerium für Wissenschaft und Kunst

### Project-Partners:

- Wuppertal-Institut für Klima, Umwelt, Energie, Coordinator (Deutschland)
- Energieverwertungsagentur, Contractor (Österreich)
- Institut für Psychologie, Universität Kiel, Associated Contractor (Deutschland)
- Fraunhofer-Institut ISI, Associated Contractor (Deutschland)
- AKF, Institute of Local Government Studies, Associated Contractor (Denmark)
- Amstein + Walther AG / Bush Energie, Subcontractor (Schweiz)

## PUBLICATIONS

- Report: InterSEE - Interdisciplinary Analysis of Successful Implementation of Energy Efficiency in the Industrial, Commercial and Service Sector  
Executive Summary
- Report: InterSEE - Interdisciplinary Analysis of Successful Implementation of Energy Efficiency in the Industrial, Commercial and Service Sector  
Final Report

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