



AUSTRIAN ENERGY AGENCY

Austrian Energy Agency

Awareness raising in Austria at the example of
"klima:aktiv" – the Austrian Climate Protection
Initiative

Karin Reiss

Content

- klima:aktiv as a trigger to change
- Increasing EE on the municipal level – The European energy Award
- The journal „energy“
- International Cooperations



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Public awareness raising as a key issue of climate protection initiatives

klima:aktiv

as a trigger

to change



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The core element of the climate protection initiative launched by the Federal Ministry of the Environment and managed by the **Austrian Energy Agency**

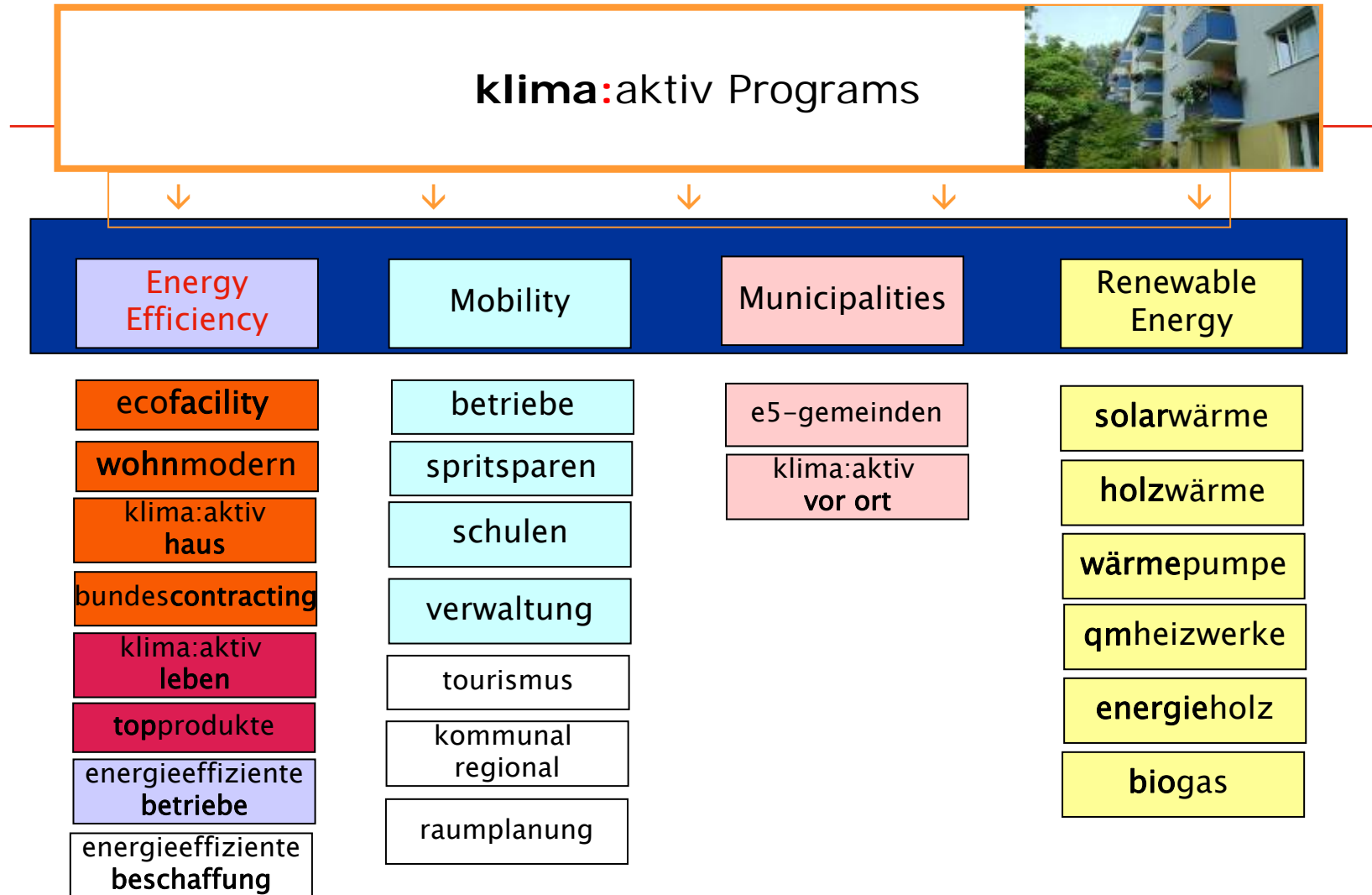
programmes provide and aim at

- **information and awareness raising**
- **consultancy and training**
- **market transformation**
- **introduction of quality standards**

in close co-operation with market actors and regions

klima:aktiv strengthens and complements existing initiatives

Volume: 10 million Euro



klima:aktiv objectives

- reduce greenhouse gas emission at low cost
- increase market shares of climate protecting products and services
- bring main stakeholders to support the common goals
- contribute to an innovative Austrian economy



Activities and success factors

■ Typical activities of programs

- activate stakeholders and create a network of business partners
- develop further education of market partners
- introduce quality management of new products and services
- marketing and public relation
- lobbying for better framework conditions



Activities for households

- Campaigns
 - Cycling
 - Ecodriving
 - Electricity Saving
 - Climate protection award
- On-Line Services
- Events
 - Trade fairs
 - > 1000 events per year



Federal cycling promotion initiative

- bike2business –countrywide competition for bicycle-friendly companies
- newspaper ads & articles
- TV- und cinema commercials
- bicycle activities and events throughout Austria
- klima:aktiv mobil bicycles



FUEL-SAVE CHAMPION

- contest in every province
- advertisement through widespread media campaign
- final event on the ring boulevard in Vienna
- ecodriving program as backbone



klima:aktiv



Stromsparmeister Promotion of energy efficient appliances

- 800 retailer educated
- Stromsparbuch
- Advertisement by utilities



klima:aktiv


„Climate protection award“

- co-operation with Austrian TV-stations
- 20 TV spots
- klima:aktiv gala



topprodukte.at

Information platform for energy efficient equipment

- Neutral, objective and up-to-date information platform for energy efficient products
 - Homes (washing, refrigerating & freezing)
 - Consumer electronics (cell phone, TV, DVD-recorder, ...)
 - Lighting (energy saving lamp)
 - Office (printers, monitors, etc.)
 - Heating & hot water (hot-water tank)
 - vehicles, etc.
- independent and transparent range of criteria
- consumer orientated presentation with pictures, prices, operating costs, links to service providers, important specifications

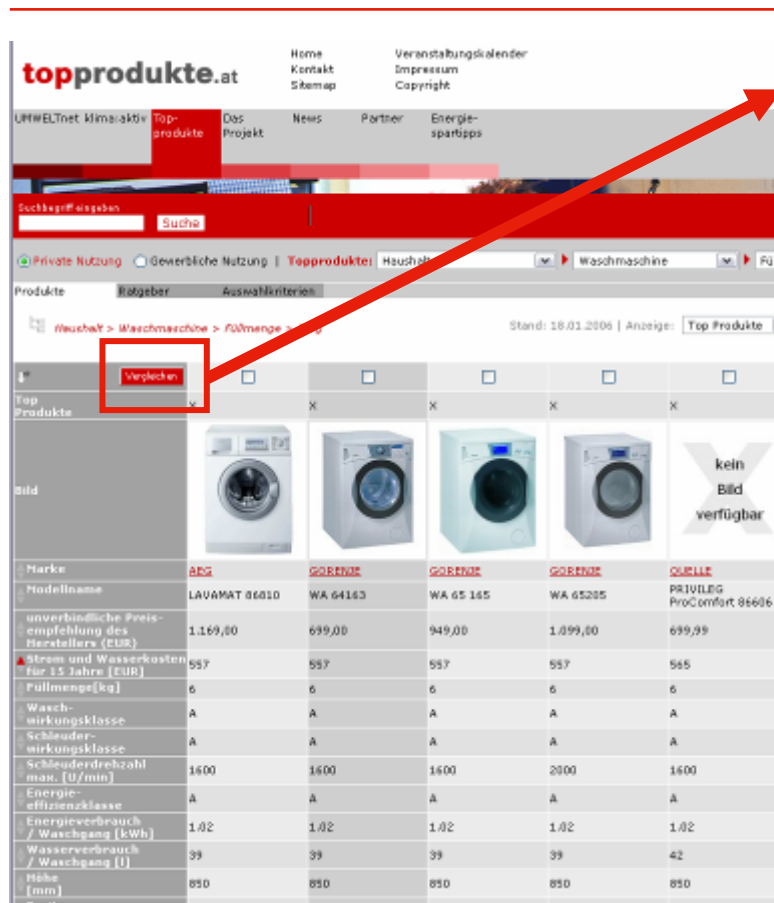


Land

Niederösterreich



Direct-Product comparison: "Shopping List"



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UmweltNet Klimaaktiv Topprodukte Das Projekt News Partner Energiespartipps

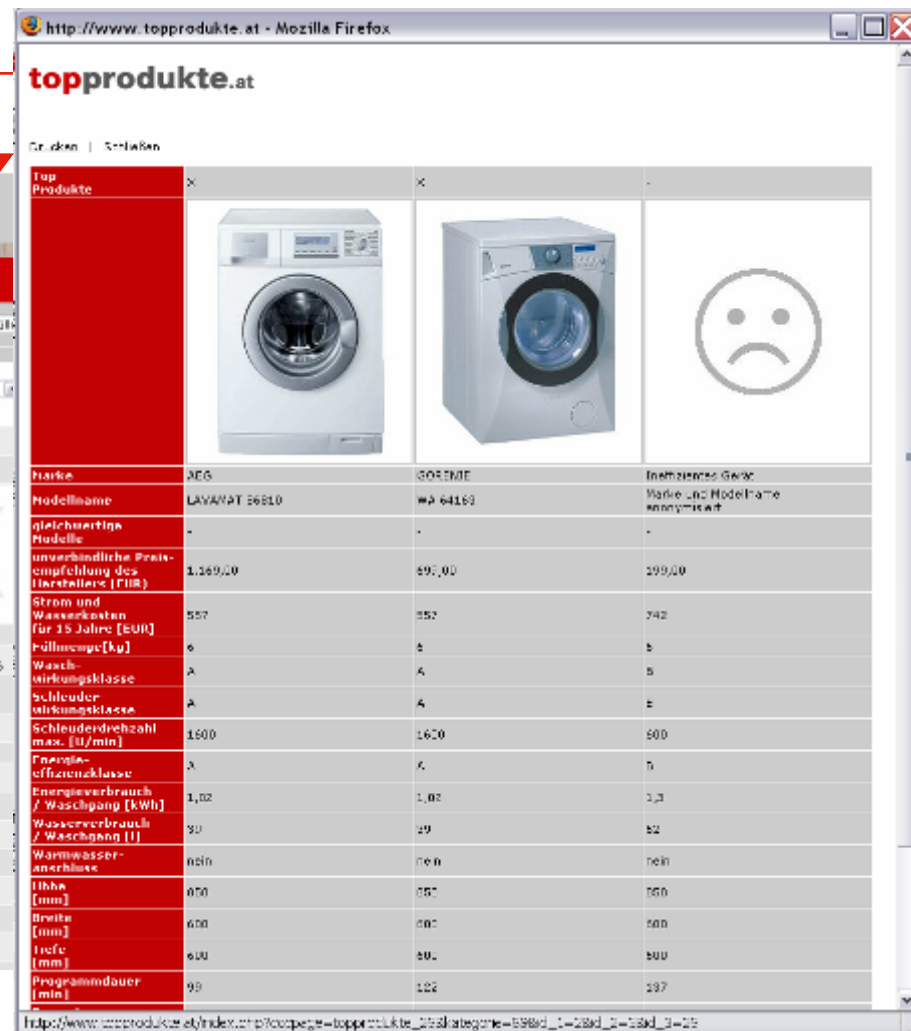
Suchbegriff eingeben

Private Nutzung Gewerbliche Nutzung | Topprodukte: Haushalt Waschmaschine

Produkte: Röhrener Auswahlkriterien




Waschb. > Waschmaschine > Füllmenge > Stand: 18.01.2006 | Anzeigen: Top Produkte

Top Produkte	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
					kein Bild verfügbar
Marke	ARZ	GORNME	GORNME	GORNME	ORVILLE
Modellname	LAVAMAT 86810	WA 64163	WA 65 165	WA 65205	PRIVILEG ProComfort 86606
unverbindliche Preisempfehlung des Herstellers (EUR)	1.169,00	699,00	949,00	1.099,00	699,99
Strom und Wasserkosten für 15 Jahre (EUR)	557	557	557	557	565
Füllmenge [kg]	6	6	6	6	6
Wach-wirkungs-kategorie	A	A	A	A	A
Schleuder-wirkungs-kategorie	A	A	A	A	A
Schleuderdrehzahl max. [U/min]	1600	1600	1600	2000	1600
Energie-effizienz-kategorie	A	A	A	A	A
Energieverbrauch / Waschgang [kWh]	1,02	1,02	1,02	1,02	1,02
Wasserverbrauch / Waschgang [l]	39	39	39	39	42
Höhe [mm]	850	850	850	850	850



topprodukte.at

Drucken | Schließen

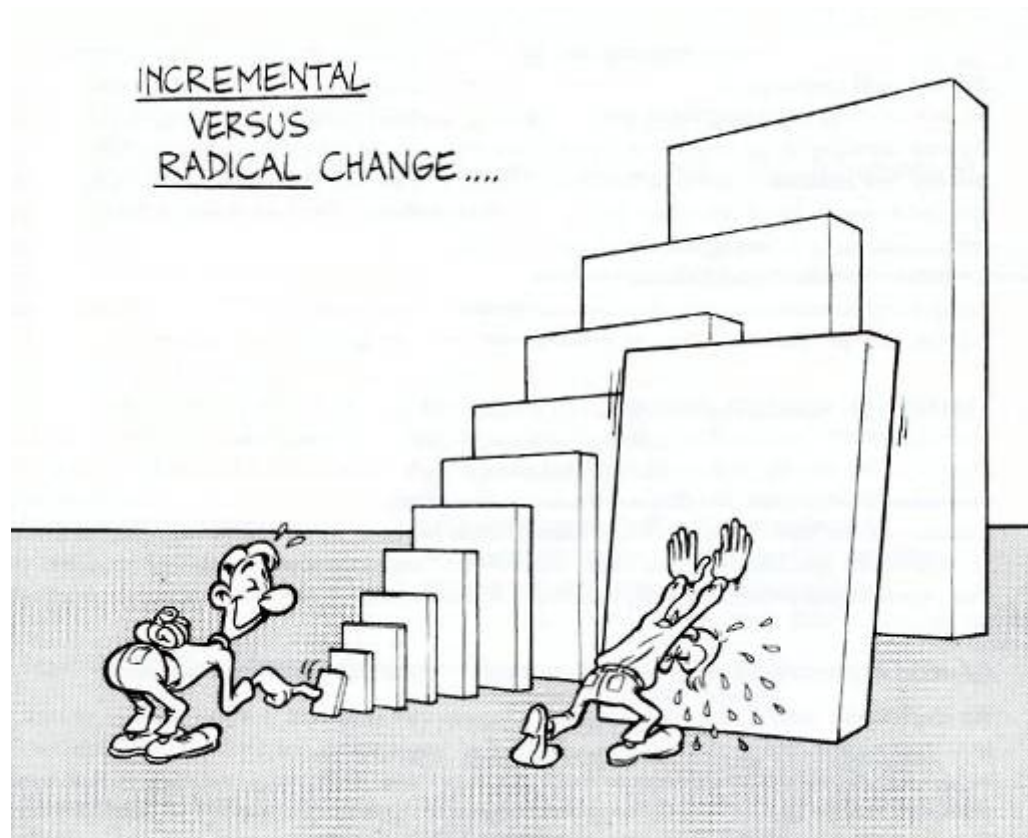
Top Produkte			
Marke	ARZ	GORNME	Interferenz Gerät
Modellname	LAVAMAT 86810	WA 64163	Marke und Modellname anonymisiert
gleichzeitige Modelle	-	-	-
unverbindliche Preisempfehlung des Herstellers (EUR)	1.169,00	699,00	199,00
Strom und Wasserkosten für 15 Jahre (EUR)	557	557	742
Füllmenge [kg]	6	6	6
Wach-wirkungs-kategorie	A	A	B
Schleuder-wirkungs-kategorie	A	A	B
Schleuderdrehzahl max. [U/min]	1600	1600	600
Energie-effizienz-kategorie	A	A	B
Energieverbrauch / Waschgang [kWh]	1,02	1,02	1,3
Wasserverbrauch / Waschgang [l]	39	39	52
Warmwasseranschluss	0/0h	0/0h	0/0h
Türhöhe [mm]	870	870	850
Breite [mm]	600	600	600
Tiefe [mm]	600	600	600
Programmdauer [min]	90	122	197

http://www.topprodukte.at/index.php?page=topprodukte_topkategorie=698&d_1=28&d_2=16&d_3=26

On-Line services for households

- www.topprodukte.at – Energy Efficient Appliances
- www.klimaaktivhaus.at - Overview
- www.oebox.at/kahkp – Criteria and Products for klima:aktiv building
- www.klimaaktiv-gebaut.at – Best Practise buildings
- www.energyagency.at/esf – Subsidies
- www.bildung.klimaaktiv.at – klima:aktiv Professionals
- www.eigenheim-modern.klimaaktiv.at – retrofitting
- www.spritspar.at – fuel save

klima:aktiv is a trigger to change



hoogma

The European Energy Award



Foto: Stock Environmental Concerns Photodisc

The European Energy Award

- in 2002 a harmonised programme called European Energy Award® was implemented by Austria (e5), Switzerland (Energienstadt), Germany and Poland



- the EEA® combines the expertise and tools developed by Austria and Switzerland with the ideas of Germany, Ireland, France, Lithuania and Italy who joined the programme in 2003
- the Austrian and Swiss partners decided to keep their well accepted and established brands e5 and Energienstadt, but all three brands (e5, Energienstadt, EEA®) use the same tools and the international umbrella organisation of the EEA® ensures uniformity of all programmes

The European Energy Award

- **The European Energy Award® consists of two main elements:**
- A quality management system for communal energy-related services and activities
- Certification and award for energy-related achievements and control of success through regular audits

The European Energy Award

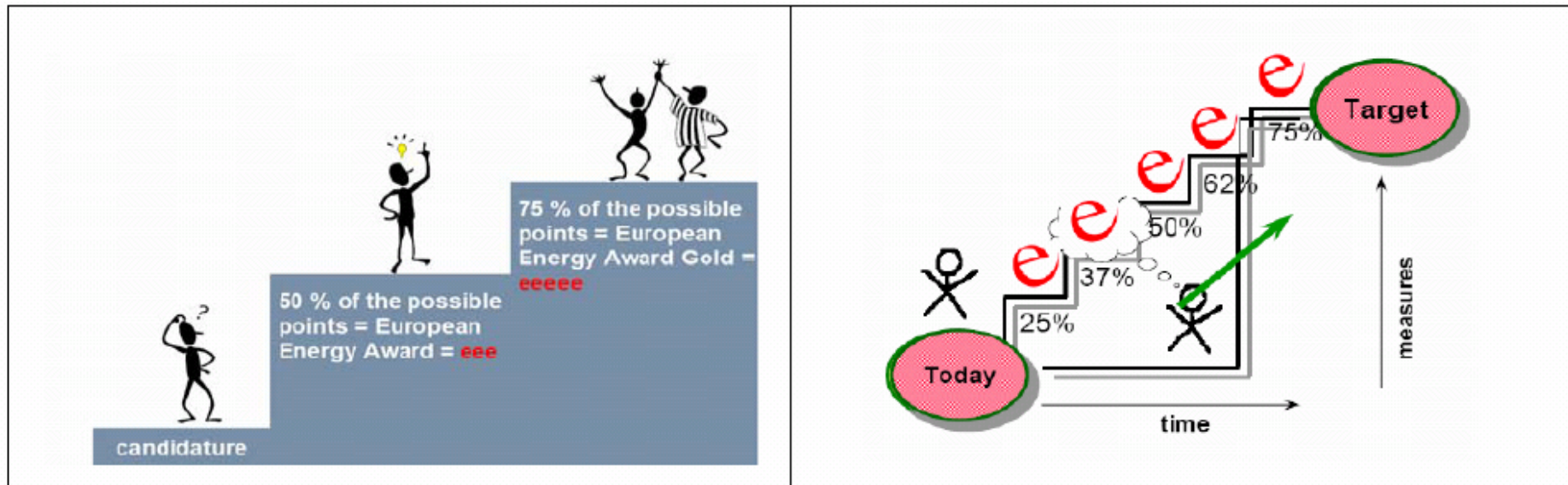
- **It has the following benefits for participating communities:**
- allows municipalities to identify strengths, weaknesses and potential for improvement
- and to implement effectively energy efficient measures
- success of a municipality's efforts is made visible by an award
- standardized assessment permits a benchmarking between the communities
- allows member cities to share their experiences and expertise.

e5 & European Energy Award® certification

EEA®:

50 % of all possible points = European Energy Award®

75 % of all possible points = European Energy Award® Gold



European Energy Award® participating countries



- → At the end of 2008 more than 580 communities participated in the program.
- 10 countries: Ireland, Italy, France, Czech Republic, Lithuania, Liechtenstein, Netherlands, Switzerland, Germany, Austria
- → 269 of them have already been awarded with the eea®

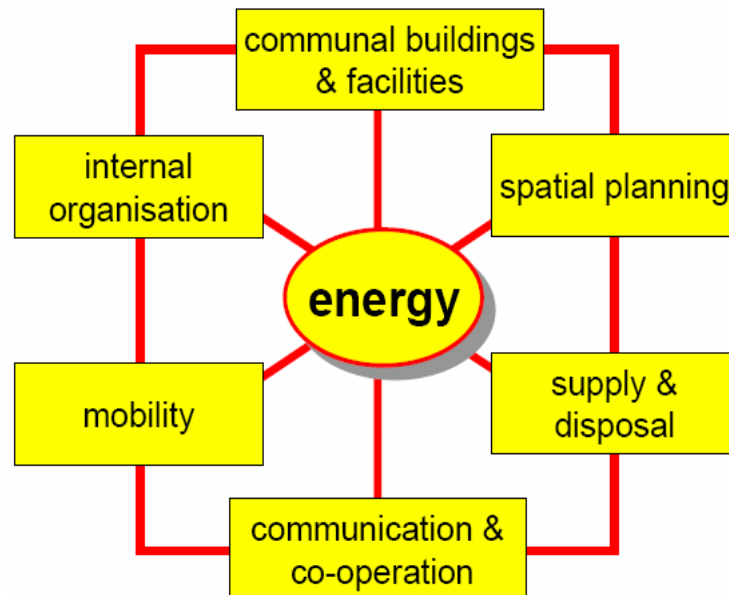
The e-5 programme



Foto: Stock Environmental Concerns Photodisc

The e5-catalogue: the heart

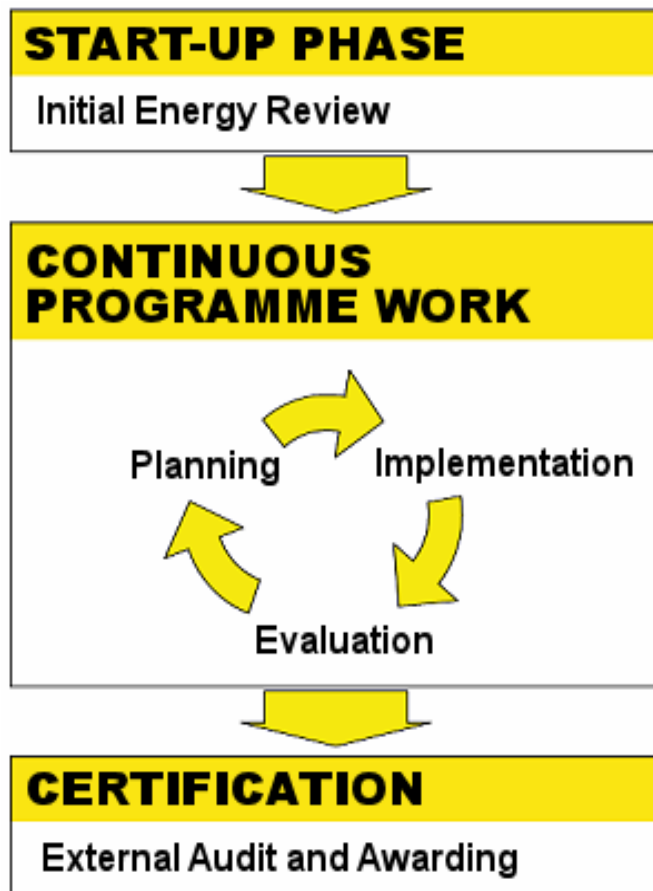
- **Structure of the catalogue:** 6 specific areas; 84 measures; from 1-10 points for each measure depending on the CO₂-relevance; total 500 points of benchmarking



4 functions:

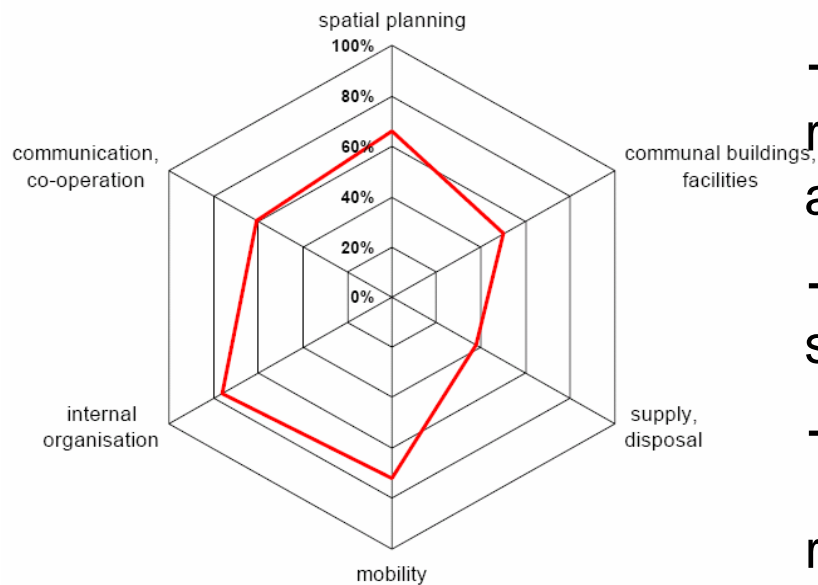
- checklist for the energy reviews
 - what has been done?
 - quality of transformation?
 - documentation
- catalyst for the process
- aid for planning future activities
- measurement tool for benchmarks, external audits and certification

Energy-efficiency Program e5-Process



- community signs an agreement with a regional e5 program organisation
- an energy team (representatives from the community administration, politicians and committed citizens) is formed
- together with an e5 advisor they work out an energy work program
- initial energy review: an analysis of the current status of the community assisted by e5 tools
- implementation of a work plan
- when the degree of implementation of energy measures is at the certain level, the community can apply for certification through external audit

The energy profile



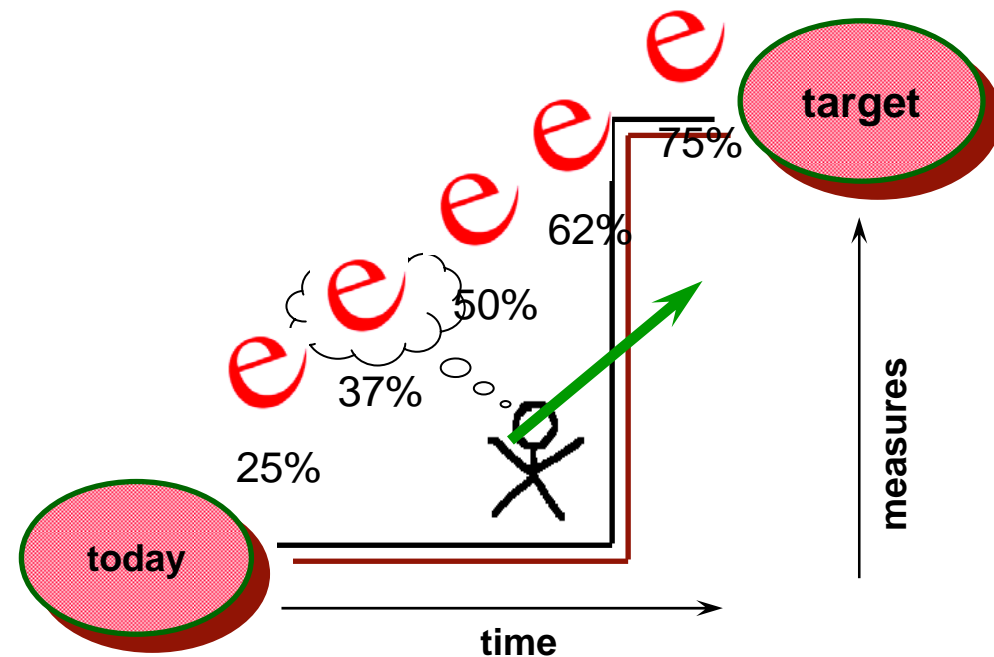
→ percentage of realisation in each specific area

→ visualisation of strengths & weaknesses

→ audit result:
→ level of realisation in %
→ certification

e5-certification scheme

- “e” 25 %,
- “ee” 37 %,
- “eee” 50 %,
- “eeee” 62 %
- “eeeeee” 75 %
- of all possible points that can be attained



Public awareness raising as a key issue on climate protection initiatives

**Journal
„Energy“**



Foto: Stock Environmental Concerns Photodisc

Public Relations in the Austrian Energy Agency (eg. the journal „energy“)

- content: platform for relevant stakeholders in the field of energy
- subject area: current developments in the area of Buildings, Companies, Mobility, Innovation
- authors: experts from the Austrian Energy Agency as well as a broad spectrum of national and international guest authors



Public Relations in the Austrian Energy Agency (e.g. the journal „energy“)

- edition: 1,700
- 4 times a year
- target group: members of the association, national and international cooperation partners, policy makers in the field of education, policy and economy
- distribution: print version and online available
www.energyagency.at/publikationen/energy.html

Public awareness raising as a key issue on climate protection initiatives

International Co-operations



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International Cooperation 1

- Bilateral Energy Partnerships
 - JI/CDM projects
 - support the development of national climate protection strategies
 - public awareness raising through joint publications, conferences etc.

- Cooperation through different networks
 - European energy network (EnR)
 - Central European Initiative (CEI)
 - etc.



Cooperation with International Organisations

- To support their efforts and initiatives
- Alignment in order to optimise distribution of information
- Development of joint proposals (various funding schemes)
- Joint campaigns (f.E. World environmental day)

(UNIDO, UNEP, World Bank, OSCE,.....)

We look forward
to a fruitful cooperation

Thank you for your attention!

Karin Reiss

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International Cooperation

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