

Energetisches Strategisches Asset Management Bedeutung aus Sicht einer gemeinnützigen Bauvereinigung

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STRATEGISCHES ASSET MANAGEMENT

Asset management = set of all activities to produce and allocate housing services from the existing housing stock; it focuses on the physical housing stock and concerns maintenance, renewal, sale, allocation and rent policy (Gruis/Niebor 2004)

Neubau ?! (Bauer)

Nachverdichtung ?

Strategic Planning = process of developing and maintaining a viable fit between the organisation's objectives and its resources via a systematic, rational and transparent planning process which means:

STRATEGISCHES ASSET MANAGEMENT

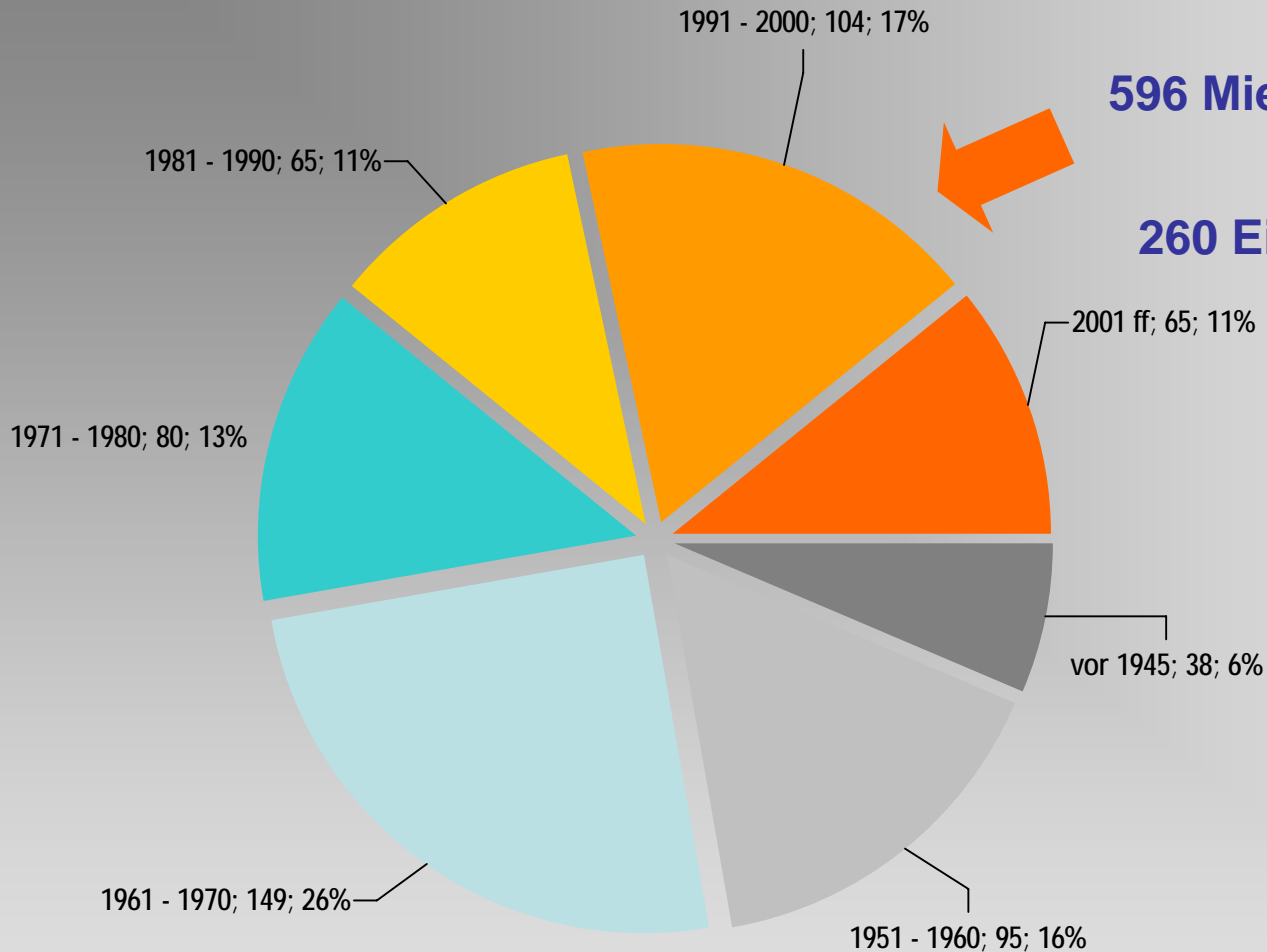
- *systematic information gathering*
 - *clarification of organisational directions*
 - *establishment of priorities*
 - *quality decision making*
 - *communication and understanding of strategic intent*
 - *solid organisational responsiveness, effective performance,*
 - *conscientious framework*
 - *useful application of expertise*
 - *attention to organisational learning*
-
- Market-oriented (vs. task-oriented)
 - Systematic (vs. unstructured, ad hoc)
 - Comprehensive (vs. partial, fragmented)
 - Proactive (vs. reactive)

GSWB Salzburg:

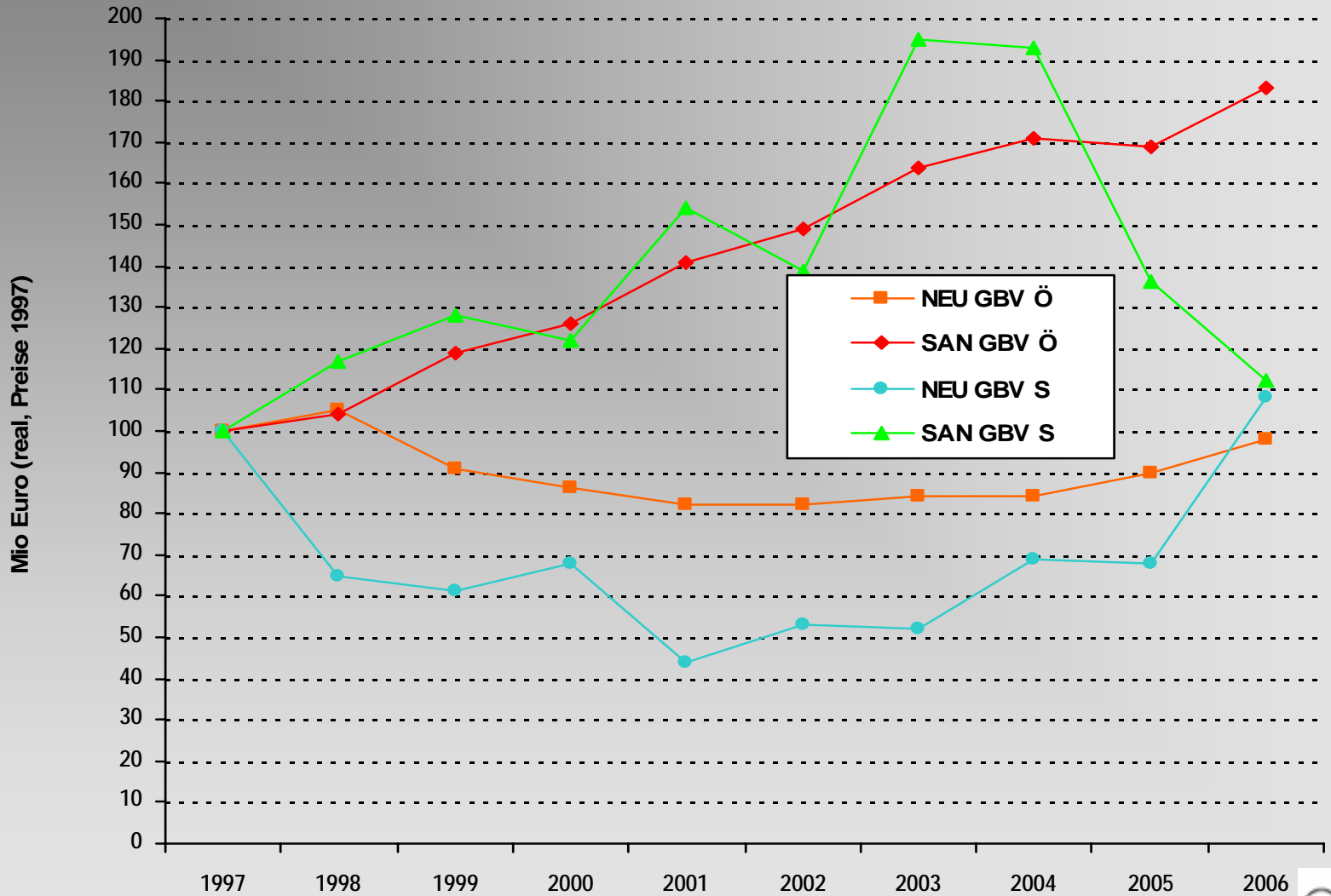
**596 Miet-und Mischobjekte mit
rd. 14.000 Wohnungen**

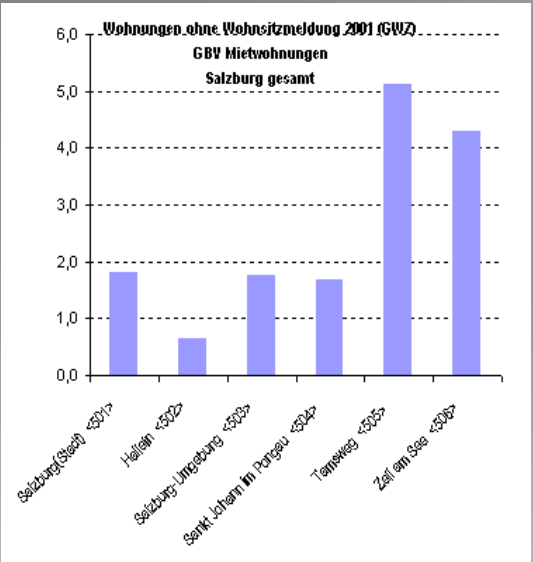
**260 Eigentumsobjekte mit rd.
4.800 Wohnungen**

**Verwaltung 2.100
Gemeindewohnungen**

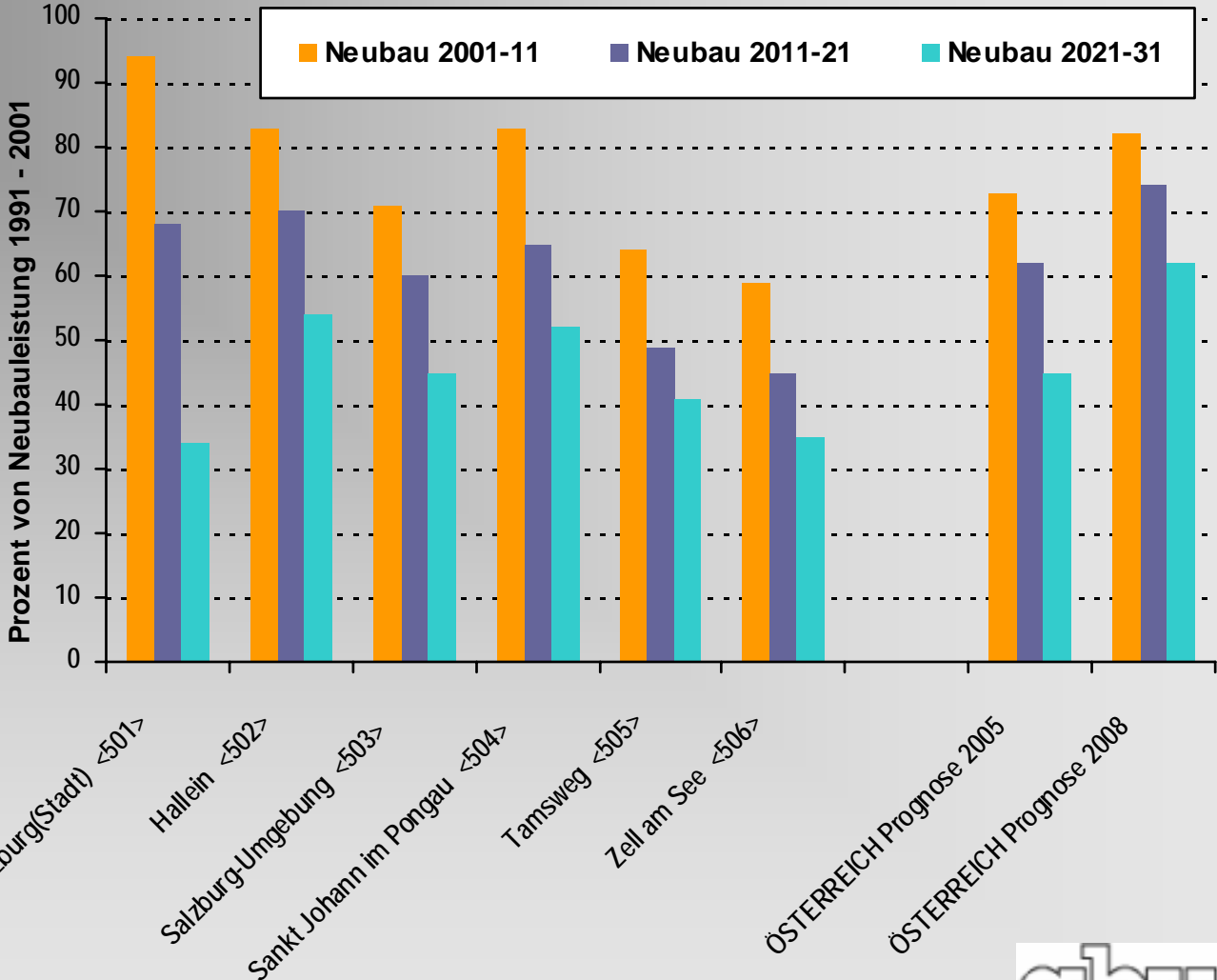


Neubau und Sanierung GBVs Österreich gesamt und GBV Salzburg

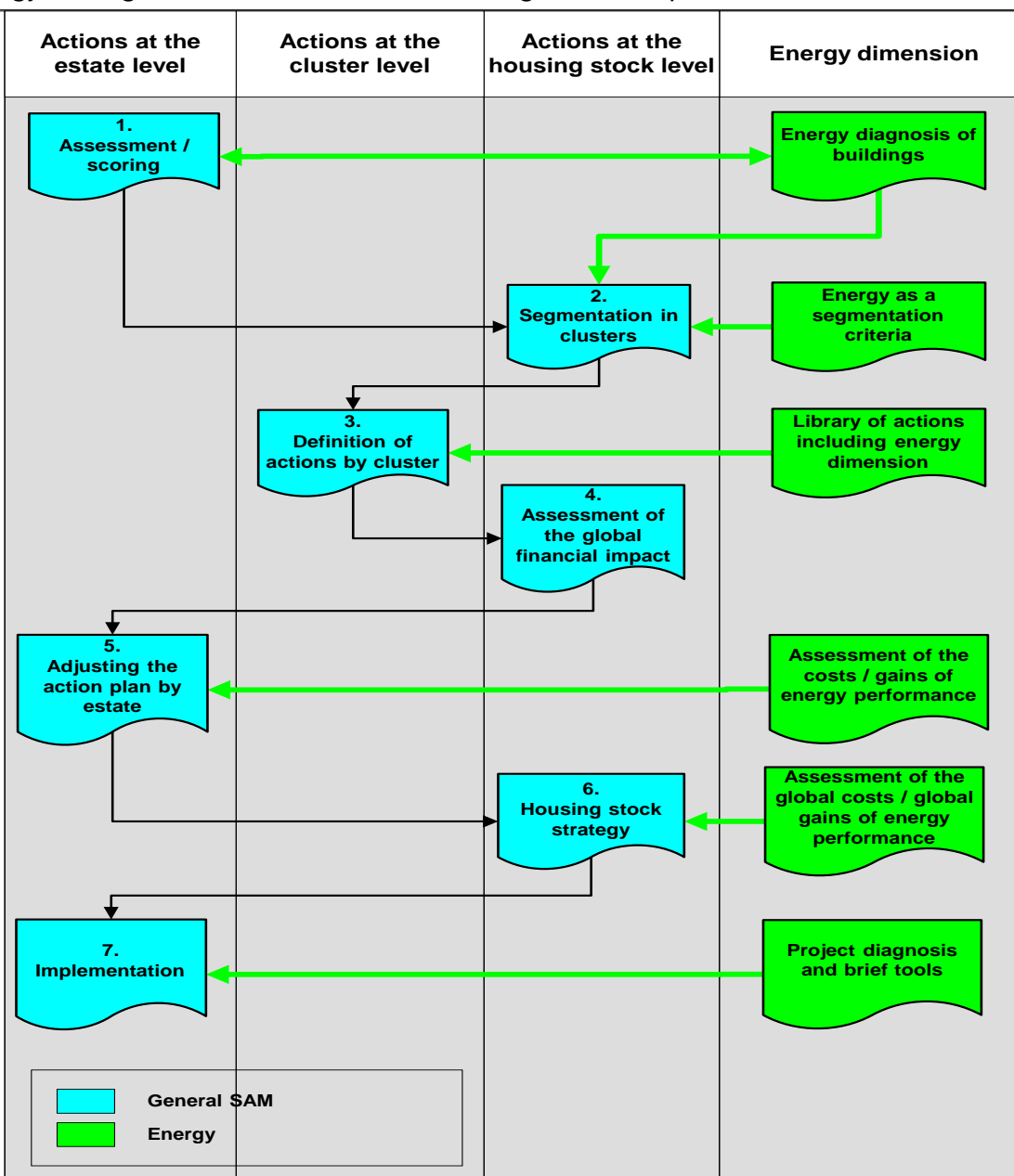




Neubaubedarf Salzburg Bezirke, Österreich 2001 - 2031



ESAM in SAM :
Energy is integrated as one dimension in the global SAM process

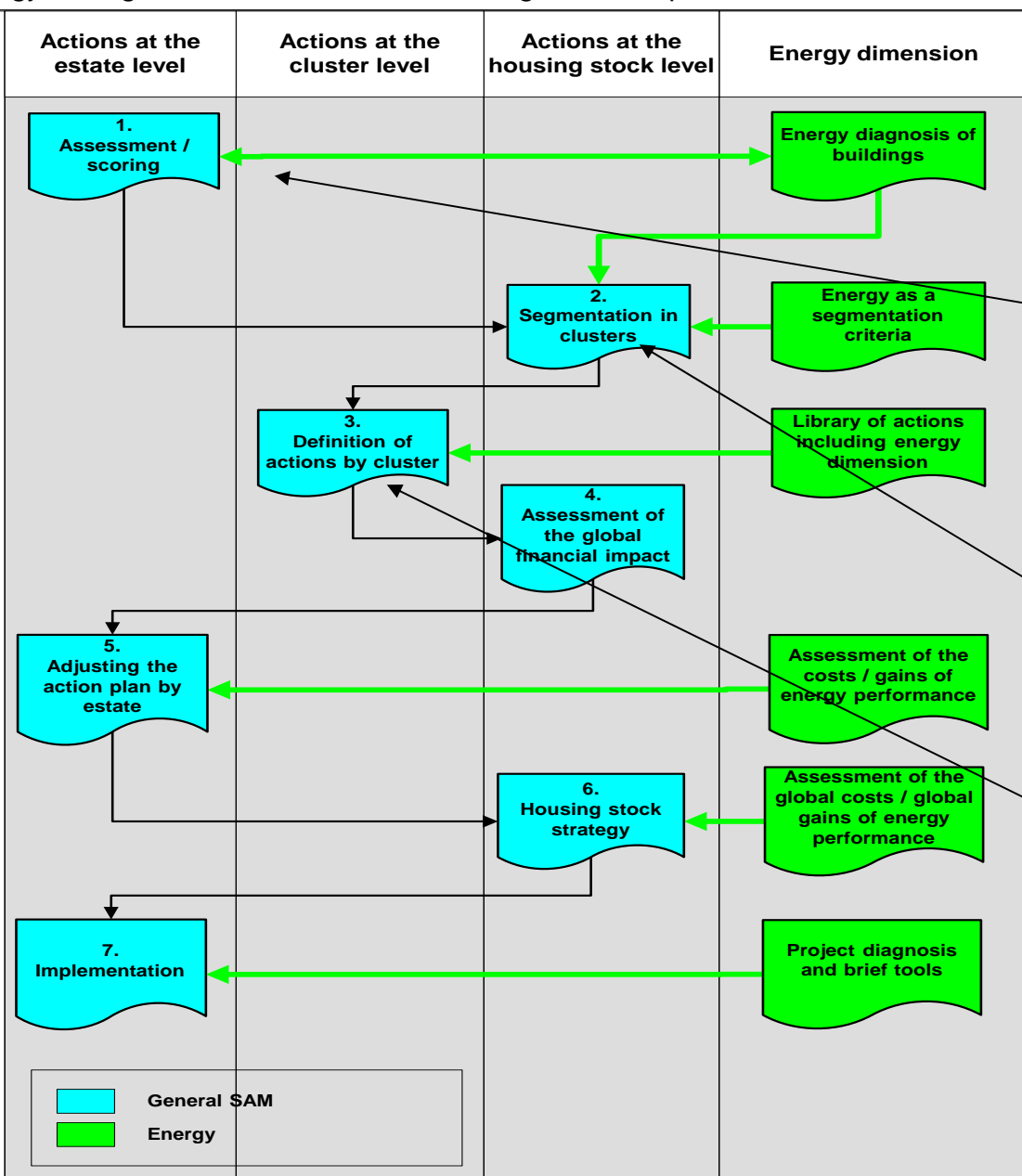


3 ESAM – VARIANTEN:

- ENERGY ALONE
- ESAM IN SAM
- ENERGY AFTER SAM



ESAM in SAM :
 Energy is integrated as one dimension in the global SAM process



Beispiel für ESAM - VARIANTE: ESAM in SAM

Qualitätsindikator
 „Kategorie“
 Indikator „Energetischer
 Zustand“
 (Heizwärmebedarf)
 Marktindikator

Kombination aus
 Indikatoren

In Marktregion 1
 (hoher Bedarf):
 Sanierung später
 In MR 2 und 3:
 Sanierung früher

