

efficient use of
electricity



EL- EFF Regions

Boosting efficiency in the electricity use in European regions

Newsletter N° 3 - November 2008

Minus 10% Campaigns in Regions

- "Minus 10% electricity consumption" campaign launched in Upper Austria
- Unique collaboration led to nationwide campaign starting from Vastra Götaland
- Minus 10% Campaign in the Agricultural sector in Pomorskie
- Electricity efficiency: yes we can! in Ile de France
- Campaign on electricity efficiency in South Bohemia
- Energy efficiency Brochure in institutions for the elderly in Navarre
- The campaign "STROMSPARTakiade" in Saxony

Events

- Regional event – "Electricity Efficiency in Companies"
- Training seminar for the agricultural sector
- Where will you be on the 4th of December?
- Workshop: "Efficient use of Electricity in the Madrid Region and in Europe"
- Electricity Saving & Energy Efficiency Events in Navarra
- Dresden autumn fair – energy & environment
- Energy day in Annaberg-Buchholz

Energy Intelligent - Europe- next call

"Minus 10% electricity consumption" campaign launched in Upper Austria



The campaign "Minus 10 % electricity consumption" aims at motivating homeowners to decrease their electricity consumption by 10 %. This initiative will motivate them to analyse their individual consumption patterns and potentials of electricity savings in their homes. The campaign focuses on five main electricity efficiency areas in households: reducing stand-by losses, efficient lighting, efficient use of computers, household appliances and heating circulation pumps.

A core element of the campaign is the competition "Mitmachen und doppelt gewinnen!" ("Participate and win double!") To participate in the competition, households are invited to check their electricity meters to know their electricity consumption in "a normal week". Then they will implement electricity efficiency measures, using the information material prepared by O.Ö. Energiesparverband, especially a new publication called "Saving electricity - step by step". After this exercise, the electricity consumption during one week is checked again to evaluate the savings. Participants are encouraged to repeat this action which aims at achieving long-term changes in users' behaviour.

To promote this initiative, a media campaign which includes radio and TV spots, internet banners, repress articles and direct mailings was also launched.

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Unique collaboration led to nationwide campaign starting from Vastra Götaland



In Sweden the sustainable use of energy is promoted on three levels: local, regional and national. At the regional and local levels, the information is disseminated to private individuals and companies through personal advice and a range of other activities. The advice is provided in many different ways, from participating in fairs to phone advice. Every municipality in Sweden has one local energy and climate advisor to whom individuals can come for energy advice.

In a survey made by EL-EFF Regions Swedish partner, KanEnergi in Västra Götaland discovered that as much as 60 % of consumers choose to ask dealers for energy advice when making investments. It is at the time of the investments that it is possible to affect the coming year's consumption of energy.

To help consumers making energy efficient decisions when purchasing

goods, KanEnergi established a joint venture between Sweden's energy and climate advisors and the consumer electronics chain SIBA. A Unique cooperation aiming to increase environmental safe consumption was formed.

The retailers' strong position as energy advice intermediaries makes the cooperation between EL-EFF Region and the local energy advisors very effective. It is all about giving the consumer the proper information to make aware choices and to help them choose the most efficient solution. The right act combined with the right product bring the best results in reducing the energy consumption.

The project culminated in two "Energy Efficiency Weeks" which were organized in all SIBA dealerships all over the country. In Västra Götaland all SIBAs retailers a local energy and climate advisor was present, to give information and individual advice to the consumers.

SIBA has noticed an effect in, for example, TVs sold. During the "Energy Efficiency Weeks" the share of energy efficient TVs sold was considerably higher than the prior period. A considerable amount of information brochures on how to save electricity was handed out to the customers.

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Minus 10% Campaign in the Agricultural sector in Pomorskie



Since early autumn Bałtycka Agencja Poszanowania Energii S.A. (BAPE) has been busy running a campaign promoting activities aiming at reducing electricity consumption in households.

In September BAPE participated in a fair addressed to the gardening and agricultural sector. The brochures for farmers, prepared under the Electricity Efficiency Region Project, were very popular among the visitors of the fair.

The cooperation with a large housing cooperative in Gdańsk resulted in making a TV programme promoting the competition, organized under the Minus 10% Campaign, for the best result in the reduction of electricity consumption in households. To support the efforts of the residents, brochures were distributed and a PowerPoint presentation was made available on the Housing Cooperative website.

A promotion film was broadcast 35 times by a local TV station of the cooperative and it reached the residents of the housing estate – 12.000 people.

Another activity which promoted electricity efficiency is the cooperation with the Centre for Ecological Information and Education in Gdansk. This Centre plays an important role in the education as it offers a broad access to information on sustainable development of natural environment in Pomorskie Voivodeship. A PowerPoint presentation on "How to reduce electricity consumption in households" will be attached to e-library of the Centre very soon.

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© K. Grecka photo 1: brochures for farmers distributed at the Gardening and Agricultural Fair (13 Sep 2008)

Electricity efficiency: yes we can! in Ile de France



As part of the EL-EFF Regions project, the ARENE is currently implementing two communication campaigns, in parallel, for two different target groups. After carrying out a study on electricity consumption and electricity efficiency for households and social residences in Ile-de-France, the agency is now taking action to raise awareness for these two target groups and motivate them towards more efficiency.

The study realised in the region highlighted an increase in electricity consumption. The consumption level has more than doubled since the 70s as a consequence of better living standards and a tremendous increase of equipment rates. However people seem to take their energy consumption and their bill as a given as nothing could be changed. It is up to us to prove them wrong and to show them that it is possible to consume and pay less and how it can be done. That is why we encourage them to join the minus 10% electricity consumption campaign.

During the first year of the project, we set up benchmarks for typical electricity consumption for households (our first target group). This tool acts as a teaser for the potential participant that may realise he is over-consuming and can make real savings. To detail his bill, the person has to click on the calculation tool. This tool proposes to assess very quickly how much each item consumes or which appliance in the house consumes most and how much can be saved. A set of tips on how and how much electricity can be saved is

provided to each participant. It is up to the participant to combine the different tips according to its initial situation or its personal finances to reach the *minus 10%* target.

On the other side of the campaign is a very different public: social residences that accompany elderly people. As the population is getting older and life expectancy is getting higher, these places are becoming an issue regarding energy consumption. And this is even more true for their inhabitants as social residences are often very expensive. In partnership with an important social residences managing company from the region, the agency developed an audit and a specific brochure. This document has been made for the person in charge of the management of a unit as well for the caring people working directly with the elderly. The idea is that even the most efficient item on the market cannot give its best efficiency and reduce consumption if no used properly: that is the approach this brochure adopted. Workers will be given the brochure massively, and in a few social residences they will be provided with training sessions to adopt this virtuous behaviour at work.

And maybe, who knows, once home they will cross the line and join us again and save their 10%.

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Campaign on electricity efficiency in South Bohemia



Electricity prices in Czech Republic are continuously and rapidly increasing (on the average of 9,1 % increase between 2007 and 2008). Electricity efficiency is therefore a current topic concerning the public, experts and stakeholders and various measures to reduce the electricity consumption are implemented. Campaigns education activities are important factors for successful implementations.

A seminar on "Electricity efficiency in households" took place in May 2008 in České Budějovice. Participants could attend two lectures on the "Possibilities of electricity savings in households" and learn some practical tips concerning this topic. In the second half of the seminar focused on electricity saving measures on heating and ventilation, composition of electricity price and choosing an electricity supplier. The concept of the

virtual electricity consumption calculator of Energy Centre České Budějovice (ECCB) was briefly introduced as well (see <http://www.eccb.cz/kalkulator/house.php>). The seminar targeted the general public.

Another seminar, on "Electricity efficiency in the agricultural sector" was held in May 2008 in cooperation with Regional Chamber of Agriculture of South Bohemia and the Association of Private Farming of Czech Republic. The seminar targeted the farmers, high school and university students and other categories concerned.

Moreover, as part of EL-EFF Regions project, two brochures were published on the following themes: Electricity Efficiency in the Households and Electricity Efficiency in the Agricultural Sector. The brochures have been distributed during all the events organized by ECCB, especially during the Agricultural fair "Země živitelka", where in cooperation with Regional Chamber of Agriculture of South Bohemia more than 1000 pieces were handed out. Furthermore, at the ECCB stand, free advice on energy efficiency was offered. Free advice on energy efficiency is an integral part of ECCB daily activities as well.

The implementation of Minus 10% campaign is planned for the year 2009. In order to attract the public, the campaign will use a competition on Reducing the electricity consumption by 10 %. The public will be approached via mass-media, e-mail Newsletter, ECCB website and other information channels. The participants will have to observe their consumption during a period of two weeks. During the second week they will be encouraged to implement efficient electricity saving measures, previously suggested to them. They will have to document their measuring, describe the way they reduced their electricity consumption and which electricity saving measures they implemented. At the end, the best 10 participants will be selected and they will be rewarded with a tour to Energiesparmesse Wels 2009 (www.energiesparmesse.at).

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Energy efficiency brochure in institutions for the elderly in Navarre



The Department of Innovation, Enterprise and Employment of the Government of Navarre published a brochure containing measures for electricity savings and energy efficiency in retirement homes and day-care centres. These facilities are operational at full capacity 24 hours a day, 365 days a year, which means that electricity consumption for lighting and air-conditioning purposes may amount to 80% of the energy bill.

This work was carried out as part of the European EL-EFF Regions project on "Boosting efficiency in electricity use in 8 European regions" under the Intelligent Energy - Europe Programme.

The brochure was distributed to all retirement homes and residences for the disabled. In addition to its distribution, the production of the leaflet was further promoted by means of a press release, thus offering coverage by the main media in Navarre.

General aspects

In Navarre, there are as of today 72 retirement homes, amounting to a total of 5572 people. The number of such centres being high, it was considered worth achieving energy efficiency improvements on the grounds of substantial cumulative effect. As life expectancy in Spain and in particular in Navarre keeps rising, the number of such centres is most likely to increase on medium-term, thus making all eventual measures identified applicable to the building of new facilities and cutting down energy consumption in the sector. To the retirement homes are added the residences for the disabled, which in Navarre amount to 23 centres with 649 beneficiaries. Furthermore facilities such as sheltered housing flats provide care for up to 808 people.

This brochure seeks to contribute to the achievement of energy efficiency targets set at regional, national and EU level regarding the efficient use of electricity by providing some measures to implement in the sector of retirement homes and day-care centres.

The **expenditure on electricity** being ever increasing in Navarre, in the retirement homes, it may sometimes exceed 35% of their total energy cost. In purely economic terms energy expenditure is considered a cornerstone of the competitiveness of companies. This fact is of paramount importance in the case of retirement homes and day-care centres, their energy bill being considerable in proportion to their overall expenses.

Since these centres operate at full capacity all year-long, certain measures may be implemented and paid off at an early stage, within the approach of public policies on **energy saving and energy efficiency**.

As in other sectors, **energy audits** shall be conducted to identify opportunities for improvement in this specific area. Nevertheless, **awareness-raising** measures implemented at all levels of organisation (management, maintenance, staff, patients, etc.) have proven to be the **most efficient to attain the energy saving objectives**.

Measures proposed

Two significant types of consumption have been identified: electricity consumption for lighting purposes and energy consumption (electricity and other sources) for air-conditioning purposes. These consumptions might be substantial depending on the operating times and the power required by the equipments.

What can be done to reduce consumption? (1). Optimisation of (electricity/gas) rates to the current situation; (2). Optimisation of facilities;

(3). Energy demand reduction and (4). Use of renewable energies.

Focusing on the reducing the demand for energy (3), there are low-investment measures that may allow major savings, such as replacing light bulbs (up to 80%), applying frequency converters to water pumps and cooling systems (up to 15%), using heat exchangers in cooling and air-conditioning systems (up to 25%), etc.

This brochure is intended to make those responsible for the management of retirement homes and day-care centres aware of how they can make significant savings in their energy consumption and to encourage them to put these and other measures into practice, bearing in mind that all contributions are necessary if we are to attain these challenging objectives that shall result in benefits for the company, the patients and society at large.

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The campaign "STROMSPARTakiade" in Saxony



The Saxon EL-EFF campaign on electricity efficiency has been launched at a large scale by using additional campaign activities of Sächsische Energieagentur GmbH (SAENA). Under the sportive motto "STROM-SPARTakiade" the campaign announces a competition on electricity savings from January until June 2009. From July to December 2008 a training phase is planned, in order to get prepared with the necessary know-how. At the end of the competition the most efficient households and the biggest electricity savings will be awarded. In order to raise motivation for registration two lotteries within the training phase are added.

The campaign started on 1st of July 2008 with a press photo day and the opening of the campaign website www.stromspartakiade.de. Minister Frank Kupfer, from the Saxon State Ministry of Environment and Agriculture, placed the first banner of the campaign at a well seen place in front of the Saxon State Chamber. At the same time a posting action in the big cities of Saxony started. Moreover, two radio spots have been on the air and flyers were handed out with the help municipalities and different associations. Additionally, the campaign has been promoted in several events like festivals, fairs and energy days using promotion materials and an exhibition stand. Furthermore, the topic of energy efficiency in households has been carried out in presentations.

The campaign was further promoted during the following events: the "Dresden city festival" (18th of August 2008); the "Day of the Saxons" (6th till 8th of September 2008); the Energy day in Annaberg-Buchholz (27th of September 2008) including also a presentation; the Energy day in Elsterberg (11th of October 2008) including also a presentation and the "Dresden autumn fair" (30th of October till 2nd of November 2008). Additionally, flyers have been handed out at all the SAENA events and press releases have been published.

For the competition of the "STROMSPARTakiade" approximately 170 households are registered so far. The first eight winners of the 1st lottery have been awarded on 6th of September 2008 within the "Day of the Saxons". Minister Frank Kupfer, from the Saxon State Ministry of Environment and Agriculture handed over the prizes on the stage of

the "Mid German Radio". The main prize was a well being weekend in the Saxon Switzerland.

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© SAENA, Minister Frank Kupfer attaching the first placard of the "STROMSPARTakiade"

Regional event – "Electricity Efficiency in Companies"



The regional event "Electricity Efficiency in Companies" took place on 30 September 2008 in Linz, organised by the O.Ö. Energiesparverband. It provided an overview of technical and organisational possibilities and measures for the efficiency of electricity use. The event focused on companies as target group and informed them about efficient technologies in the area of compressed air, energy efficient lighting and computer systems/devices as well as benchmarking systems, funding possibilities and case studies. The aim of the regional event was to discuss possibilities of increasing the efficiency of electricity use in companies and to present some practical examples realised by Upper Austrian firms. 234 participants attend the event. This high interest in the event shows the importance of the topic.

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Training seminar for the agricultural sector

On 28th of October 2008 a training seminar was organized jointly by BAPE and Pomeranian Agricultural Advisory Centre in Gdańsk. Over 90 persons, mostly farmers, participated in the seminar. The presentations focused on the issue of electricity savings in agriculture, the use of renewable energy sources and the profitability of investments in RES. The event will be followed by a cycle of four articles to be published in a magazine for farmers. Another seminar, which will be also addressed to farmers, is planned to be held at the end of November.



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©A. Szajner Seminar at Pomeranian Agricultural Advisory Centre in Gdańsk held on 28th of October

Where will you be on the 4th of December?

On the 4th of December, at the "Musée social" (social museum) in Paris, our regional conference on electricity efficiency will take place. The motto of this day dedicated to sobriety and efficiency in electricity use is: "What are today's technical, financial and organisational solutions to consume less and better?"

The Director of the CLER association, the committee for renewable energies, which has built a great expertise in information and communication on energy efficiency in general, will animate the conference.

The day will be divided around two main sessions. The first session, taking place in the morning will focus on thermal comfort through considerations on the building envelope and building services. Specific interventions will address issues like ventilation and air quality, summer comfort and how to limit the use of air conditioning. On the other side, substitution by renewable energies will be presented with wood heating possibilities and solar heating and cooling.

The second session, in the afternoon, will address electricity consumption management and the equipments issue. It will be the occasion to get the feedback of building and patrimony managers and learn about the technical tools and organisational schemes they developed to tackle their electricity consumption and see how much they have been able to save. A special focus will be made on equipments, as they are a rising issue because of the tremendous increase of the equipment rate of the last decade. That is why ARENE invited the lighting association for a presentation on efficient equipment as well as on the right conception choice. A professional will also present us how energy management centralised by computer or automated can provide savings. And finally participants will get to discover efficient collective kitchens and energy-efficient laundry plants.

The inscription to the conference is free, but mandatory and can be done on the ARENE's website: www.arenidf.org.

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Workshop: "Efficient Use of Electricity in the Madrid Region and in Europe"

On 14th of November 2008 the EL-EFF-Region project organised the Workshop: "Efficient Use of Electricity in the Madrid Region and in Europe" (EL-EFF-REGIONS), with the participation of the General Director of Industry and Energy of Madrid Region as host organiser. The event, coordinated by the Spanish partner (ESCAN) and the General Direction of Energy, Industry and Mines of Madrid Region attracted over 150 professionals from a wide variety of private firms and public bodies.

The workshop included seven practical cases on electric efficiency, including different sectors of activity as regional



actions, the energy audits, public buildings, private households, tertiary sector buildings, industrial sector, and some other about technologies including rational use of electricity in lighting and electric motors.

Some highlights of the event have been the fact that it is the first international event organised in the region related to electric efficiency with a participation of both regional and international speakers. It should be also mentioned that in only two days after launching the announcement of the event, the room was completely booked. Hundreds of people are waiting now for a new call for a similar event.

Both ESCAN and the Regional Government of Madrid Region presented their gratitude to the international speakers coming from several European countries, and all partners of EL-EFF-REGIONS project for their high quality

contribution to this successful event.

 www.efficient-electricity.info, www.escansa.com

Electricity Saving & Energy Efficiency Events in Navarra



In 2008, in Navarra, an **awareness campaign on a more efficient use of electricity in schools** was developed. The slogan of the campaign has been "Apaga que se acaba" mentioning also the "minus 10%" message and a competition for the students of different classrooms in some educational centres.

In April 2008 **several launching meetings** of the campaign took place in different schools to present the project and explain the main objective of the campaign: to work with the students and through them to make aware more than 100 families of the importance of an active attitude towards the efficient

use of the electricity and energy saving at school, at home and in general in any circumstance.

During this campaign and its meetings, different promotional materials developed in the project were used: PowerPoint presentations, panels, stickers and t-shirts.

On the **19th of June 2008** took place a **regional ceremony** to give the awards to the competition winning students. For this occasion, the minister of Innovation, Enterprise and Employment of the Government of Navarra handed the awards to the winners in presence of the main regional press media.

On the **20th of June 2008**, the minister of Innovation, Enterprise and Employment Department, Mr. José María Roig Aldasoro, opened a Regional Event where local authorities of the Government of Navarra presented the electricity saving and energy efficiency measures for 2008. The aim of this event was to promote electricity saving and energy efficiency measures in order to achieve the objectives proposed in the Strategy E4+ developed by IDAE at Spanish national level and the objectives of the Energy Plan of Navarra horizon 2010.

During the event some new poster/panels which present and promote the measures for energy savings and energy efficiency using different data and graphics were shown.

In addition to these posters, to promote and disseminate this event were used press articles, radio and the main regional press media were called to attend the ceremony and to publish different articles the days after.

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Dresden autumn fair – energy & environment



The Dresdner autumn fair is a fair focusing on a variety of themes. Within the sector energy and environment the fair informs about energy efficiency, energy efficient refurbishment and renewable energies. Saxony Energy Agency (SAENA) participated with an exhibition stand, a professional programme of presentations concerning energy efficiency and activities concerning energy efficient lightning. At the exhibition stand SAENA promoted the electricity efficiency campaign "STROMSPARTakiade" and organised a lightning-quiz. Within the lightning-quiz the visitors had to answer seven questions on electricity efficient lightning. Participants answering correct at least four questions received an energy saving lamp. Secondly the visitors had the possibility to win an energy saving lamp by making sport with a "stepper". Within this activity the visitors had to produce the equivalent to the electricity which would be needed to run an energy

saving lamp (11W) for half an hour. With the used "stepper" it takes three minutes to produce this amount of electricity. To run a conventional lamp they would have to make sport for 15 minutes. This difference was explained on a poster. So the participants got an idea of the benefit of efficiency.

Furthermore an exhibit pointed out the difference between a conventional and an energy saving lamp by showing the temperatures losses. A second exhibit, the "lamp case", presented the different types of energy saving lamps. The activities and exhibits offered a great base to discuss electricity savings and to combat prejudices.

Some participants of the "STROMSPARTakiade" used the fair to contact SAENA and to discuss their activities on electricity savings. Lots of flyers for the "STROMSPARTakiade" and information materials on energy efficiency had been disseminated.

Energy day in Annaberg-Buchholz

On the 27th of September 2008, the "Erzgebirge network on renewable energies" in cooperation with the "Erzgebirge organisation for economic development" organised an Energy day in the frame of the "Day of the region 2008" with the topic "Climate protection through simple ways". In terms of energy efficiency and renewable energies, exhibitors and presentations informed private persons, companies and other interested participants. The Saxony Energy Agency (SAENA) participated with an exhibition stand and a presentation on "Electricity savings and energy efficiency in households". At the exhibition stand, SAENA promoted the electricity efficiency campaign "STROMSPARTakiade" and arranged a lightning-quiz. Within the lightning-quiz the visitors had to answer seven questions on electricity efficient lighting. Participants answering at least four questions correct received an energy saving lamp.

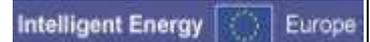


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© SAENA, photo1: SAENA exhibition stand Dresden autumn fair – energy & environment (30/10 - 2/11/08)

© SAENA, Photo2: SAENA exhibition stand "Energy day in Annaberg-Buchholz" (27/9/2008)

Intelligent Energy - Europe- next call



The next call for proposals will be published early 2009. Over 60 million Euros will be available to support European projects for greater energy efficiency and more renewables. Applying for Intelligent Energy - Europe funding is a competitive process, and only the best projects will be selected. Up to 75% of the eligible costs may be funded.

The European Info Day provides essential information to help you apply for funding. Attending the European Info Day 2009, which will be held on 12th of February 2009 during the [European Sustainable Energy Week 2009](#) (Eusew) in Brussels, will help you develop a good proposal and apply successfully. You will also have the chance to find project partners from across Europe.

Anyone who wants to set up an Intelligent Energy Europe project and apply for funding is welcome. More than 400 participants are expected, including local, regional and national authorities, European and national trade associations, non-governmental organisations, private companies, European institutions, current IEE project partners and future applicants. If you want to attend, please register soon [here](#).

 For more information, click here: http://ec.europa.eu/energy/intelligent/events/infodays_en.htm.

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