



Fair Energy

Communicating Energy Efficiency



**Energy Globe
Fair Energy Day
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ENERGIEAG
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Why does an Electricity Supply Company engage itself in Energy Efficiency ?

Why Communicate the Topic of Energy Savings ? (1)



1. Meeting the increase in electricity consumption of 2,5 % per year leaves two options: Build more new capacities and substitute the old ones (our main task so far) or slow down the consumption increase: A combination of both is needed !
2. To provide an advisory service how to save energy has been one of the top 3 expectations of citizens towards the electricity industry in Austria for 25 years.
3. People are convinced that global warming is caused by human activities (Austrian survey of Feb, 2007: 8 out of 10 people think there is a strong connection !)



Why does an Electricity Supply Company engage itself in Energy Efficiency ?

Why Communicate the Topic of Energy Savings ? (2)



4. Providing energy advice puts a utility into the position to strengthen its ties with its customers, to build up and reinforce customer loyalty. In an environment of competition among electricity sales companies it underlines the differentiation strategy against low price „commodity competitors“.
5. The policy of the EU concerning CO₂-reductions and energy efficiency has to be fulfilled (EU Buildings Directive, Directive on End Use Efficiency, Eco Design Directive). These requirements will cost the utilities and their customers some money, but the benefits are obvious.



Why does an Electricity Supply Company engage itself in Energy Efficiency ?

Why Communicate the Topic of Energy Savings ? (3)

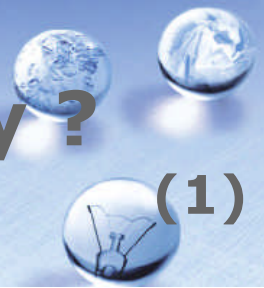


6. The EU policy aims at creating a new market for energy services. By introducing market forces the development of such services is accelerated (e.g. compulsory energy labels for buildings gives energy efficient buildings a better value, investments into efficiency will have a shorter pay-back-period). This new market is also open for utilities !



How to Communicate Energy Efficiency?

An example from Upper Austria



(1)

Energy AGs "Fair Energy Campaign" of 2007

- „Fair Energy Box“ with 6 vouchers sent to 340.000 customers (direct mail)
- Billboards all over the country
- Newspaper advertisements
- Radio spots
- Supplements in the leading newspapers
- Special supplements in Energie AGs customer magazine (questionnaires for the „Energie Check“-audit analyses)
- Intensive participation in Energiesparmesse Wels (Europe's biggest energy saving fair)

Bringt Watt!

E-Geräte tauschen. Mit Gutschein.

Raus mit den Stromfressern! Tauschen Sie jetzt Ihre alten Elektrogeräte gegen neue, energiesparende Geräte. Am besten mit Energie AG Gutscheinen bei einem Fair Energy Partner. Als Kunde der Energie AG haben Sie es ganz leicht: Die Gutscheine und eine Liste der Partner bringt Ihnen die Post. Watt wollen Sie mehr?

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Die Nummer 1 bei Energie-Effizienz

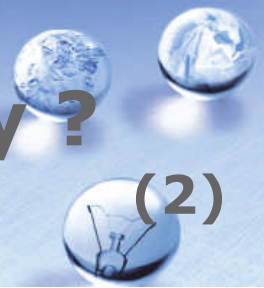
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How to Communicate Energy Efficiency?

The Results of the campaign



(2)

The benefits for the customers:

The six vouchers of the „Fair Energy Box“ were used excessively

- free entrance to Energiesparmesse 38.000 customers
- free energy saving bulbs (CFL's) 35.000 customers
- free energy efficiency handbooks 14.000 customers
- consumption control-meters (9,50 p. piece) 6.500 customers
- appliances (e.g. freezers, washing machines), replaced with A++ ones (July 2006 – March 2007) 5.100 customers
- free energy audits („Energie Check“) 6.500 customers

Hier ist Watt für Sie drin!

FAIR ENERGY BOX

Sparen Sie Geld mit Fair Energy Gutscheinen im Gesamtwert von 398 €!

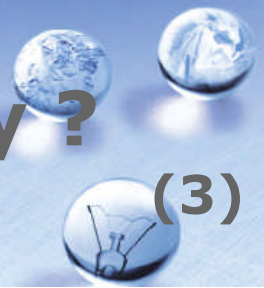
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How to Communicate Energy Efficiency?

The Results of the campaign



The benefits for the utility:

(survey of March, 2007)

- 88 % of the customers liked the „Fair Energy Box“
- 66 % considered it a „good idea“
- 62 % have stated that Energie AGs prices are higher (compared to competitors), but that Energie AG also provides a better service
- 47 % had individual advantage of the offers provided

→ The campaign can be seen as a typical win-win-situation !

Spart Watt!

Energiespar-Lampe gratis.

Ein Lichtblick für Stromsparer! Als Kunde der Energie AG erhalten Sie auf der Energiesparmesse Wels (2. - 4. März 2007) eine Energiespar-Lampe gratis – mit Ihrem Fair Energy Gutschein, den Ihnen die Post ins Haus bringt. Außerdem finden Sie in der Fair Energy Box der Energie AG noch zahlreiche weitere Gutscheine, mit denen Sie viel Geld und Energie sparen können. Watt wollen Sie mehr?

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But we need to do more !



There are lots of „best practise examples“ like ours to be found all over Europe.

A lot has been achieved since the first oil crises in 1973.

Public awareness is high, all the technical solutions for an increase in energy efficiency have been developed:

- heat insulation
- efficient heating systems
- efficient electric appliances ...

In Upper Austria for example all new buildings are constructed as „low energy“ or „passive energy“-buildings. The market share of heat pumps has reached 40 per cent.

But: There is a huge market of the existing buildings (older than 20 years), that urgently needs improvement !

Also in Austria we are not in need for thousands of energy audits but of hundreds of thousands !



Energie AG will play its new role



- The huge market for energy services, created and pushed by the EU regulations, needs to be tackled.
- A new and strong infrastructure for energy services needs to be built up: Networks of market partners (energy providers, energy advisors, builders, installers, ...)
- Energie AG will become a player in this market:
First step: The setting up of a „Fair Energy Company“ in March 2007
Will serve energy advisors in Austria (and as a 2nd step in further EU countries) by providing the necessary tools for audits (software, information platform, marketing concepts) by using the experiences made so far.

There is a lot left to be done: Let's start right now !



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