

# «ENERGIE ON TOUR»

## Energy efficiency in SG-Companies Management of stakeholders

21. März 2019, NOI Techpark, Bozen Süd

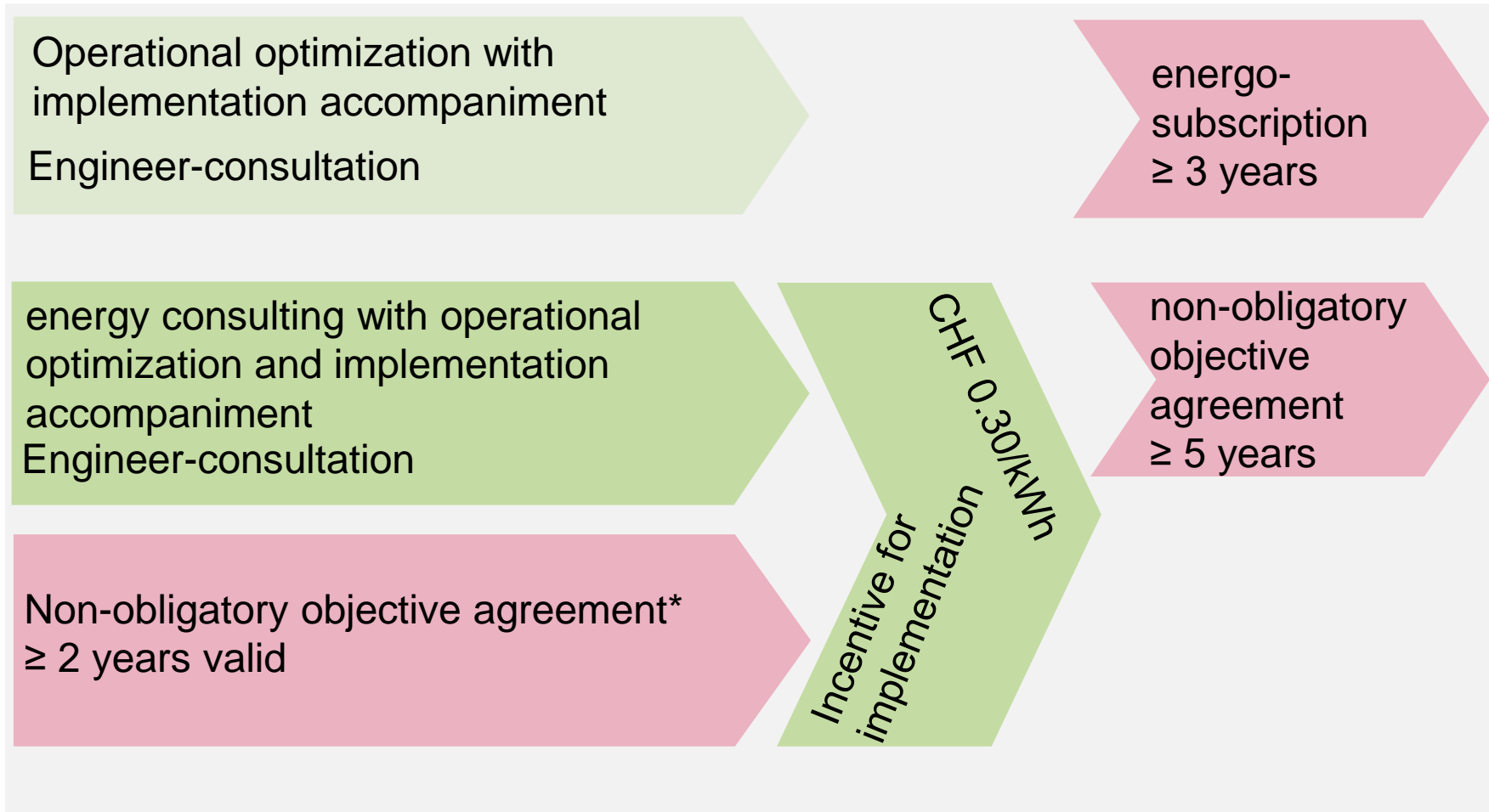
Lorenz Neher, Leiter Energieförderung



# Package for companies (since 1. November 2016)



# Energy incentive in companies with compensated engineer-consultation



\* e.g. CO<sub>2</sub>-saving, power efficiency with swiss office of energy

# Incentive for implementation for companies

- Measures implementation out of the standardized report of the energy consulting
- Supported measures with pay back of more than four years: CHF 0.30/kWh (one time payment)
- Incentive contribution:

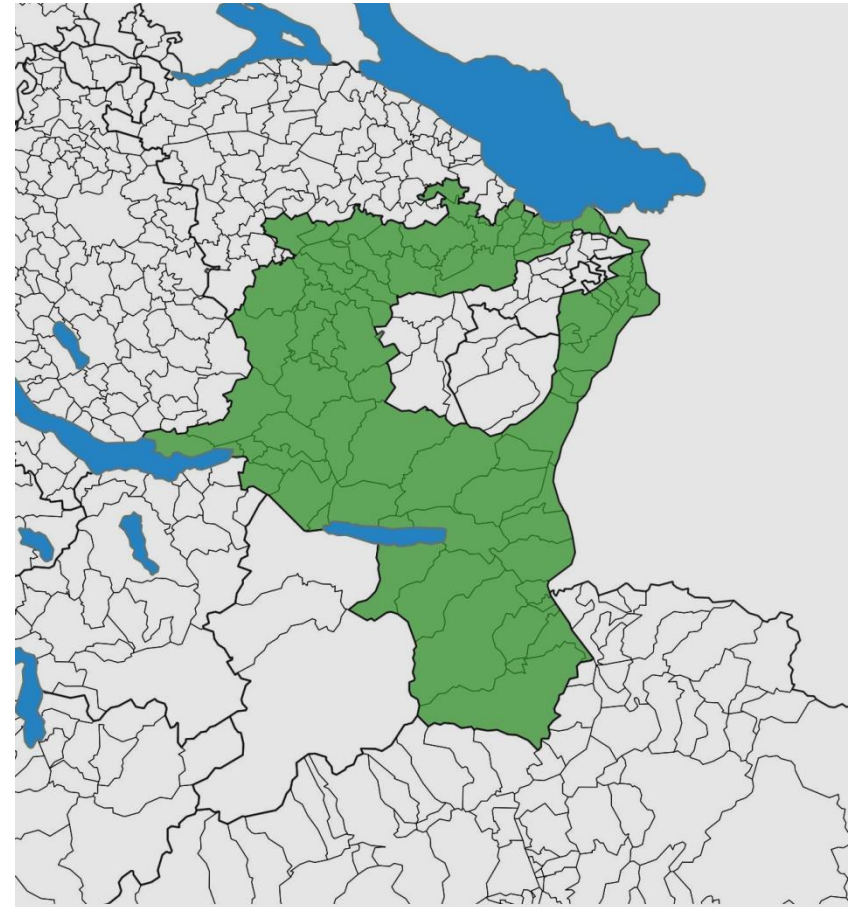
minimum	CHF	2'000.-
maximum	CHF	30'000.-





# Stakeholder in the canton of St.Gallen

- Construction Departement finances incentive
- Energieagentur St.Gallen transacts the whole program
- Companies with electricity consumption till 500'000 kWh/year
- act-engineers  
([www.act-schweiz.ch](http://www.act-schweiz.ch))
- EnAW-engineers  
([www.enaw.ch](http://www.enaw.ch))
- energo-engineers  
([www.energo.ch](http://www.energo.ch))
- Business- and employer-associations



# Effect in two years (2017 + 2018)









about 3'500 companies in the canton  
with more than 10 employees:

- Energy consultations in companies  
 $92 + 157 = \mathbf{249}$
- Energy consultations in agriculture  
 $68 + 24 = \mathbf{92}$  (3'000 farmers)
- Non-obligatory objective agreements  
with companies  
 $6 + 2 = \mathbf{8}$
  
- Incentive for implementation:  
CHF 3.1 millions  
CHF 0.30 per economized kWh)



Energy savings of 10 GWh in two years

# Learnings (SWOT), Strength & Weakness

-  small boarding hurdle for client, because of free consulting
-  good collaboration with tried and tested accredited organisations
  - Energieagentur der Wirtschaft **EnAW**
  - Cleantech Agentur Schweiz **act**
  - **energo**
-  offer for all industries
-  strengthening customer loyalty between consulting engineer – company
  - => further consulting offers
-  Energieagentur St.Gallen: neutral start- and coordination office for clients (companies and consulting engineer)
-  in spite of free consulting: required persuasion in companies
-  too much incentive programs in Switzerland: e.g. PEIK, Klimastiftung, ProKilowatt
-  Companies don't know incentive programs, e.g. phone call action with more than 1'800 calls ended in only 7 consultations

# Recommendations for stakeholders

- acquire new clients with consulting engineers
- Business to business process: informations on incentives with representative association / office (canton St.Gallen: Energieagentur SG) to consulting engineers:
  - act
  - EnAW
  - energo
- Events for target group (companies) with representative association / office for:
  - financial incentives
  - professional presentations
  - exchange of experiences with consulting engineers





# Differences between companies energy consulting in SG and PEIK (Switzerland)

## Energy consulting for companies in canton St.Gallen

- Free (except manpower of the company) value of max. CHF 4'000.-
- Accredited consulting engineers do the acquisition of their own
- Standardized report of the energy consulting with defined energy saving measures with further agreements (e.g. non-obligatory objective agreement)
- Energieagentur St.Gallen: representative office from departement for implementation of energy consulting in companies

## PEIK

- 50% of energy consulting fees at the company. Free value max. CHF 1'500.-
- acquisition mainly via website
- consulting engineers have more lucrative consulting mandates than energy consulting
- Implementation via swiss departement of energy ist partly far away of consulting engineer and company

# Further energy incentives: Mobility management in companies

- Optimization of commuter and operational traffic
- Alternatives to car (motorised private traffic) means less stress and is healthy
- Parking reduce
- Synergies across different companies for Implementation (corporate parking, annual pass for public transport, purchase action for electric bicycles)



More attractive workstations



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