

klima:aktiv



pakt2020

# Fit for 2020

Austrian Pioneers in Climate Protection

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Wir sind klima:aktiv.



## Nine Vanguards in Climate Protection

The klima:aktiv pakt2020 is Austria's climate pact created by the Austrian Ministry of Agriculture, Forestry, Environment and Water Management. The obligation to put integrated concepts into practice and the long-term commitment of partners until the year 2020 has created a unique group of pioneering businesses. In November 2011, the first six partner companies began to design detailed concepts which would support the Austrian climate goals leading up to 2020. After the second round of applications in the previous year, the number of active partners reached a total of nine large companies: Bank Austria, the BUWOG Group, Canon Austria, Caritas Salzburg, Danone Austria, Hoval, McDonald's Austria, REWE International AG and Vöslauer Mineral Water AG.

As part of the admission process, prospective pact partners had to prepare detailed concepts and strategies. The catalogue of measures to be undertaken by 2020 lays the foundation for achieving the ambitious goals. The first two years of active work have shown that all companies are on target in this respect. Through ongoing mutual discourse, the individual climate protection concepts are part of a process of continuous evolution and enable the companies concerned to forge new pathways towards corporate climate protection. The CO<sub>2</sub>-savings target by 2020 is set at more than 1.3 million tons of CO<sub>2</sub>.

The savings<sup>1</sup> in individual areas are presented in the following passages. For comparison, the climate protection goals of Austria until 2020 are also included. The pact partners are scheduled to exceed these goals.

### Reduction of Greenhouse Gases -87,920 t CO<sub>2</sub>/year<sup>2</sup>

Greenhouse gases are responsible for climate change and the reduction of their emission is the priority aim of any climate change measure. This goal can only be achieved, however, if measures facilitate the drastic reduction of fossil fuel use. Increasing energy efficiency and the substitution of fossil fuels by renewable energies are paths towards decreased consumption of fossil fuels and thus a reduction of emissions. By applying the measures detailed here, the partners of the klima:aktiv pakt2020 will reduce their greenhouse gas emissions by 32.3% by 2020<sup>3</sup>.

Austria's climate protection goal by 2020: a 16% reduction in greenhouse gas emissions

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<sup>1</sup> All values provided are based on audited energy concepts of the pact partners and were uniformly determined in accordance with the calculation methods of the klima:aktiv pakt2020 by the Austrian Energy Agency and the Federal Environment Agency.

<sup>2</sup> Over the period from 2005 to 2020, the pact partners will together emit an average of 87,920 tons less CO<sub>2</sub> than in the starting year.

<sup>3</sup> In 2020, the companies' greenhouse gas emissions will on average be 32.3% lower than the starting year of 2005.

### **Increase of Energy Efficiency +29.2%<sup>4</sup>**

The most effective way to avoid greenhouse gas emission is through the efficient use of energy i.e. saving energy. The detailed concepts of the pact partners include a range of different measures that are specifically designed to increase energy efficiency in their respective company. The pact partners have committed themselves to increase their own energy efficiency by 29.2% by 2020.

Austria's climate protection goal by 2020: increase of energy efficiency +20%

### **Share of Renewable Energy Sources 44.8%**

In recent years, a huge variety of new technologies using renewable energy sources have been developed. Solar heating and cooling, photovoltaic, biomass heating and heat pumps are among the most prominent substitutes for fossil-fuel based systems. Many of these systems are already cost-effective. Other highly innovative alternatives are also attractive for businesses as they support the kind of modern corporate image that is increasingly valued by customers. The partners within the pact have set themselves the goal of being able to source 44.8% of their total energy consumption from renewable energy by 2020.

Austria's climate protection goal by 2020: share of renewable energies within total energy consumption 34%

The continual increase in traffic volumes is a serious obstacle to the realization of the climate protection goals. Therefore, switching to sustainable mobility in forms such as shifting transportation to the railways or changing company vehicle fleets to electro- or hybrid cars, is a central goal in the klima:aktiv pakt2020. The participating companies have committed themselves to covering 14.1% of their energy needs relating to mobility with renewable energy sources by 2020.

Austria's climate protection goal by 2020: share of transport energy needs obtained from renewable energies 10%

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<sup>4</sup> In comparison with the base year of 2005, the pact partner will need on average 29.2% less energy per produced energy unit (product, service) in 2020.

## **A structured process leading towards the 2020 goal**

### **Affiliation Process**

The affiliation process is the first step towards becoming a partner of the klima:aktiv pakt2020. During this process, the company has to prove its pioneering role in energy efficiency and in the use of renewable energies. Over a six-month period, partners must develop a detailed climate protection concept and an internal energy management system for monitoring purposes. After the admission and approval of the concept, the companies become official partners of the klima:aktiv pakt2020.

The climate protection concept not only sets the individual goals for 2020 but also includes the sub-goals and action plans for measures to be taken. Both of these are examined and approved by monitoring on an annual basis.

### **Monitoring**

The klima:aktiv initiative has created a calculation tool for the energy balances of companies in order to assist the klima:aktiv pakt2020 partners in implementing their climate protection concepts.

The klima:aktiv pakt2020 partners record the data for the base year of 2005 during the affiliation process and update these on an annual basis. The numbers and measures are validated by the Austrian Energy Agency and the Federal Environment Agency, and partners' progress towards achieving their goals is analyzed.

This process ensures that the participating companies continue to progress towards their goals and it also establishes a strict quality management process for partners. Only companies with a track record of excellence can be klima:aktiv pakt2020 partners. The reporting process gives companies credibility with regard to their sustainability efforts. The pact partners receive independent verification of their contribution towards climate protection.

### **Concepts**

Innovative climate protection concepts are developed through the affiliation process. These concepts include measures and activities relating to all relevant issues for climate protection by businesses (buildings, use of renewable energy sources, energy savings in business and production processes, mobility and user behavior). Set targets are formulated on the basis of these concepts. The yearly reporting process not only shows the advancement of these

goals, it also facilitates the continual adjustment und evolution of climate protection concepts. This ongoing process ensures that the pact partners will reach their goals by 2020.

## **Consultation**

The pact partners are supported by selected consulting services.

Technical workshops on the subjects of energy efficiency, renewable energy sources, sustainable resource use, mobility and behavioral aspects are organized for the partners. Strategic consultants support the partners during the development of their climate protection concepts.

The experts from klima:aktiv are available to advise selected model projects and accompany the implementation of climate protection measures. Combined with the constant encouragement provided by the mutual exchange of ideas, this enables the progressive improvement of the concepts and thus a maximum contribution to climate protection.

## **Implementation**

Theory becomes reality through the implementation of the climate protection measures.

The climate protection measures and activities undertaken by partner companies involve all relevant aspects of climate protection by businesses (buildings, use of renewable energy sources, energy savings in business and production processes, mobility and user behavior).

## **2020: Achievement of goals**

The outcome of the klima:aktiv pakt2020 is the complete integration of innovative climate protection concepts in the economic structures of the partner companies. Together the klima:aktiv pakt2020 partners will achieve huge energy and CO<sub>2</sub> savings, thereby significantly exceeding Austrian climate protection obligations within the framework of their business activities.

The overall goal of the klima:aktiv pakt2020 is to create benchmarks for best practice, demonstrating the possibilities for and feasibility of climate protection. By blazing a trail for other businesses, the klima:aktiv pakt2020 supports Austria on its journey towards the energy transition, leading to environmental sustainability.

## The Partners

### Canon Austria

Canon is a multinational company offering innovative business solutions for print, consumer imaging, broadcast & communications, medical systems and industrial products. Canon Austria operates in accordance with the Japanese corporate philosophy of “kyosei”, which means “to live and work together for the common good.” In accordance with this philosophy, Canon creates products for their customers without causing harm to the environment. Canon has pursued a 3-step climate protection program, concentrating on the areas that can be influenced by the company. These areas are: the use of the product, recycling and their own business activities. Every year the CO<sub>2</sub> footprint is examined. Accordingly measures are created in order to further reduce it. The climate protection strategy includes a strict car policy and other mobility measures, green electricity, and an optimization of the energy consumption of the offices.

#### Goals for 2020

Greenhouse gas emission reduction -32.0%

Greenhouse gas emission reduction -380t CO<sub>2</sub>/year

Increase in energy efficiency +22.0%

Share of renewables overall 34.0%

Share of renewables in transport 24.0%



[www.canon.at](http://www.canon.at)

## Danone

Being active in more than 120 countries worldwide, Danone Austria supplies a wide range of popular dairy products (e.g. Activia, Actimel, Obstgarten and others). Danone has a long tradition of taking environmental, social and economic issues into account. In joining the klima:aktiv pakt2020, Danone took a further step towards integrating energy efficiency and climate protection within its company policy. An energy monitoring system was put in place in the Vienna head office to reduce energy consumption by at least 15%. In 2009, Danone decided to switch to green electricity. The company has implemented extensive measures within their logistics and mobility management (klima:aktiv mobil partner since 2010), and will continue to do so. In addition to such measures, Danone is also investing in skills and training for the executive management as well as for employees.

### Goals for 2020

Greenhouse gas emission reduction -42.0%

Greenhouse gas emission reduction -130t CO<sub>2</sub>/year

Increase in energy efficiency +24.0%

Share of renewables overall 34.0%

Share of renewables in transport 10.0%



[www.danone.at](http://www.danone.at)

## Hoval

Hoval is a leading provider of heating systems with a long tradition of creating integrated solutions for households as well as for bigger facilities. Its high quality products cover all major technologies in the heating sector. The goal of the partnership between klima:aktiv and Hoval is to make an important contribution to Austria's climate strategy by using highly efficient and climate-friendly technologies and promoting renewable fuels for heat generation. Hoval not only implements ambitious measures for reducing the emissions from business processes, the company also contributes to climate protection through its own products and market activities. Hoval products comply with the highest environmental standards. Several biomass boilers carry the Austrian eco-label, all heat pumps carry the EHPA quality label and all solar plants carry the Austria Solar quality label. klima:aktiv is involved in the Hoval training program for plumbers, where attendees learn about the concept of energy-friendly and future-oriented heating systems, and how to plan and install them in the most efficient way. Measures to contribute to climate protection through the optimizing the company's own energy consumption include a far-reaching refurbishment of company headquarters (green building award), the modernization of the lighting systems, a highly efficient heating system and various creative solutions to reduce fuel consumption of the vehicle fleet.

### Goals for 2020

Greenhouse gas emission reduction -41.0%

Greenhouse gas emission reduction -830t CO<sub>2</sub>/year

Increase in energy efficiency +55.0%

Share of renewables overall 35.0%

Share of renewables in transport 10.0%



Hoval

[www.hoval.at](http://www.hoval.at)



## Bank Austria

Bank Austria has been part of UniCredit, one of Europe's largest banking groups, since 2005. Bank Austria is the hub of the UniCredit banking network in Central and East Europe, where the entire group is the clear market leader.

Bank Austria has invested in renewable energy and efficiency technologies. It has installed a new cooling system in the office building on Lassallestraße 5 (Vienna), which saves 250 mWh of electricity. A photovoltaic system was installed that creates 95,000 kWh/a of electricity. In the branch offices, oil boilers are being replaced with district and local heating. Bank Austria aims to continuously raise awareness of environmental protection among its workers through the publication of an employee magazine in which the company's energy saving policies are published.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -42.6%

Current CO<sub>2</sub> Savings -15,058t CO<sub>2</sub>

Increase in energy efficiency +11.3%

Share of renewables overall 50.0%

Share of renewables in transport 13.6%



[www.bankaustria.at](http://www.bankaustria.at)

## **BUWOG Group**

BUWOG is part of the international real estate group IMMOFINANZ. It is the leading housing company in Germany and Austria with more than 32,000 rental and private apartments. BUWOG is one of the most active residential property developers in Austria.

The BUWOG group has installed a certified energy management system compliant with the ISO 50001 standard, which regulates all real estate managed by them. BUWOG builds c. 500 housing units per year that exceed the current specifications within the very strict Austrian construction code by 15%. About 50% of all projects go even further and fulfill the klima:aktiv building standards. Sensitization is another important topic for reducing energy consumption. The BUWOG group informs its clients about energy saving opportunities for the household and mobility and provides consulting services for awareness-raising events.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -26.0%

Current CO<sub>2</sub> Savings -15,432t CO<sub>2</sub>

Increase in energy efficiency +16.4%

Share of renewables overall 30.1%

Share of renewables in transport 6.2%



[www.buwog.at](http://www.buwog.at)

## Caritas Archdiocese Salzburg

Caritas Archdiocese Salzburg is a humanitarian and social service organization that is active in various vitally important local and international projects. Caritas services are available for people experiencing local or international emergencies, people with disabilities, people training towards a career in social and community work, volunteers, people in need of care and severely ill people

The organization has put a detailed energy monitoring system in place. This helps it to optimize and reduce its energy use by making energy consumption transparent. A significant share of the vehicle fleet is powered by natural gas. Important measures have also been taken in the area of buildings. The best example of this is the facility at St. Anton. The newly refurbished facility complies with low-energy standards and is now heated by its own bivalent biomass-solar heating system. All in all, these measures save 80,000 l HEL per year. A 20 kW photovoltaic installation at the same location now feeds 20,000 kWh back into the grid.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -44.6%

Current CO<sub>2</sub> Savings -729 CO<sub>2</sub>

Increase in energy efficiency +17,0%

Share of renewables overall 44.1%

Share of renewables in transport 6.0%

**Caritas**  
Erzdiözese Salzburg

[www.caritas-salzburg.at](http://www.caritas-salzburg.at)

## McDonald's Austria

Since the first opening of a McDonald's restaurant at Schwarzenbergplatz in Vienna in 1977, McDonald's has been on the road to success. With 180 restaurants, McDonald's is one of the largest gastronomic enterprises in Austria.

McDonald's and klima:aktiv joined together in 2010 to create a new and better building standard for its restaurants. One year later, it became a partner of the pact and now sets the pace in the sector of energy management, to which the company applied a highly innovative and comprehensive system. All McDonald's restaurants are supplied with green electricity. Furthermore, the company is investing in changes to its own facilities. In 2012, 10 photovoltaic systems, with a maximum performance of 115 kWp, were installed on the roofs of McDonald's restaurants. District heating is being used by 5 restaurants, thereby saving 697,587 kWh of gas. 50% of the total fuel consumption of McDonald's lorry fleet is covered by recycled edible oil from the restaurants.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -46.0%

Current CO<sub>2</sub> Savings -16,609t CO<sub>2</sub>

Increase in energy efficiency +57.4%

Share of renewables overall 51.6%

Share of renewables in transport 32.2%



[www.mcdonalds.at](http://www.mcdonalds.at)

## REWE Group

REWE International AG is the market leader among food and drugstore retailers in Austria. It is one of the largest domestic employers with over 39,400 employees. REWE has operated an extensive model program, committing to and promoting sustainability within the company since 2008.

REWE has one of the largest truck fleets in Austria and uses training, speed reduction and the deployment of state-of-the-art vehicles to ensure that their use of diesel is significantly reduced. Biodiesel has been produced by REWE themselves since 2002. Merkur and McDonald´s contribute their used cooking oil to this production. The demand for fuel in the summer is therefore entirely covered by biodiesel. REWE joined Europcar and Wien Energie in creating a new facility for supplying electro cars for rent by visiting guests.

REWE has also switched to packaging onions, potatoes and beets in compostable nets that are 100% renewable and decomposable. In 2011, 75 tons of plastic were saved.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -22.0%

Current CO<sub>2</sub> Savings -73,757 CO<sub>2</sub>

Increase in energy efficiency +0.4%

Share of renewables overall 67.2%

Share of renewables in transport 7.0%



[www.rewe-group.at](http://www.rewe-group.at)

## Vöslauer Mineral Water AG

The Vöslauer Mineral Water AG has been filling bottles with natural mineral water since 1936. On peak days, it supplies up to 2 million liters of mineral water. Vöslauer Mineral Water AG is the mineral water market leader in Austria with a c. 42% share of the total business.

Vöslauer has installed a more energy-efficient filling unit, which has saved 67,000 kWh per year. A new system of environmental and energy management, fulfilling ISO 14001 and 50001, has been introduced within the company. In order to solidify PET material, special infrared lightbulbs were installed in order to reduce power usage, saving 143,630 kWh of electricity. Vöslauer also undertakes resource efficiency measures. The company's goal is to produce up to 66% of their bottles from recycled raw materials.

### Goals for 2020

Overall CO<sub>2</sub> emission reduction -20.4%

Current CO<sub>2</sub> Savings -1,505 CO<sub>2</sub>

Increase in energy efficiency +14.6%

Share of renewables overall 39.0%

Share of renewables in transport 15.4%



[www.voelauer.at](http://www.voelauer.at)

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