

Annual Report 2011

Network for Change



I am klima:aktiv.

We are klima:aktiv

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klima:aktiv is the initiative for active climate protection launched by the Austrian Ministry of Agriculture, Forestry, Environment and Water Management and part of the Austrian climate strategy. The primary objective of klima:aktiv is to introduce and promote the rapid spread of climate friendly technologies and services on the market.

In this way klima:aktiv changes both the economy and everyday life: Austria is becoming klima:aktiv! The Austrian Energy Agency has been responsible for klima:aktiv's operative implementation since its launch in 2004 and coordinates all programmes in the four thematic clusters Building & Renovation, Energy Saving, Renewable Energy and Mobility.

klima:aktiv has applied leverage where it matters: with consulting and training campaigns in various branches, by promoting transparent standards for building and renovation and quality assurance measures and by actively bringing together key players from business and public sectors.

Climate change is the greatest challenge of our time!

A challenge such as we are facing with the climate change requires that we fundamentally rethink the way we live and the way we do business. This can only be achieved if all the social stakeholders pull together and help. **klima:aktiv** has managed to involve many key players and gear them towards a common goal: a society with sound sustainable policies that will guarantee our quality of life and that of the generations to come.

The demand for more energy efficiency and the development of renewable energy are two topics that go hand in hand at the Austrian Ministry of Agriculture, Forestry, Environment and Water Management. We need energy systems that will still be clean, affordable and safe in the future, that will make us independent of costly energy

imports and that will bring us a big step forward to achieving the goal of energy self-sufficiency. That is why I am forcing the pace of the transformation of our energy system into a renewable and efficient one with my climate protection initiative **klima:aktiv**, with the focal points of support in climate and energy funds and promotion of the environment in Austria plus the support program for thermal renovation. The investments also have a major impact on Austria's economy: they bring recovery and growth for the economy and create new green jobs.

klima:aktiv has achieved a great deal since its launch in the year 2004: transparent standards, advice and support for building and renovation, for heating systems and heating plants, on how to save energy and in the field of mobility it has eased or even opened the way for the **klima:aktiv** conduct of thousands of companies, households and hundreds of local authorities and schools. It has managed to expand the program every year and to involve new branches of industry and target groups.

I would particularly like to highlight a new lever here: the "**klima:aktiv** pakt2020" which was started in 2011 and has in the meantime successfully mobilised several large-scale business partners. With their declaration of membership in the climate pact and their voluntary commitment to take action, six large-scale Austrian companies have taken a pioneering role in corporate protection of the climate. Other companies can apply for membership in the pact in the coming years. Their technological leadership makes these partners drivers of innovation and pioneers in the questions of energy efficiency and mobility. That is how to make climate and environmental protection pay off!

klima:aktiv is gaining recognition on an international level as well and was awarded the trophy for best practice in the 2011 European Public Sector Award (EPSA).

This report is intended to give you an insight into the activities and impact of **klima:aktiv**.



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Niki Bertlakovich, Minister of the Environment

klima:aktiv Network for Change

klima:aktiv – modern governance for climate protection

Climate protection is a policy field that is so complex with its global dimensions and multitude of interdependencies and hierarchical control mechanisms that there is no way it can be tackled successfully alone.

Transforming our society in the direction of sustainability is a complex and dynamic social process that only has a chance of succeeding if all key players actively help shape it and ensure that the change is seen as an opportunity and not just a threat.

klima:aktiv uses its extensive networks to promote the building of social capital for change in the direction of a sustainable society. Within the four thematic fields Building and Renovation, Energy Saving, Renewable Energies and Mobility **klima:aktiv** helps clarify new solutions, establishes standards of quality, deepens the knowledge and competence of the key players and advises companies, local authorities and private households. This approach has resulted in greater opportunities for the state to take active initiatives towards reaching a solution for complex collective problems and has enhanced and strengthened the traditional instruments of regulations, taxes and subsidies. As a driving force and supporter of change **klima:aktiv** creatively combines the strength of many different logics of action of hierarchy, market and network: order, dynamics and commitment.

klima:aktiv creates involvement

klima:aktiv is consistently geared towards the creation of cooperations. Its most valuable capital is the extensive network of partner institutions. With this approach **klima:aktiv** has had a significant impact on the perceptible turnaround in awareness and on the development of the market and has achieved one of its core goals: companies have now discovered a success factor in climate protection and are willing to cooperate with **klima:aktiv** on a broad scale. With almost 300 business partners, more than 5,000 implementation partners and 2,500 competence partners **klima:aktiv** has developed into a state-wide competence network that provides expertise in all energy and environment relevant issues.

klima:aktiv is closely involved in state and community programs whose effectiveness it strengthens and enhances. Innovative efficiency technologies, for example, are edited in audits then put together into consultation tools and conveyed to the consultants that offer state-backed consultations for companies. **klima:aktiv** enhances support schemes on a federal and state level, from environmental subsidisation to climate and energy funds and on through to housing support programs.

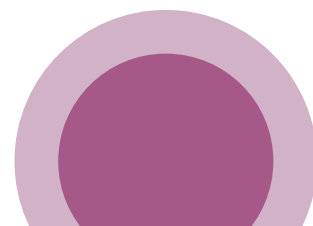
klima:aktiv ensures high quality and so contributes to the efficiency of the funding. The best example here is the integral quality management system for wood-fired heating plants that has led to an increase in efficiency of more than 10%.

klima:aktiv encourages rethinking and action

In fact only those whose milieu is **klima:aktiv** will participate in environmental protection actively. That is why the starting point for **klima:aktiv** is the real world in which people live, where it uses good examples to illustrate what acting in a **klima:aktiv** manner is all about. Personal enthusiasm and competence are imparted through lectures, workshops, courses, action campaigns, fairs and roadshows. There are also a number of special campaigns such as the annual Climate Protection Award organised in cooperation with ORF (Austrian broadcasting company), the State Prize for Architecture and Sustainability, bike campaigns, the **klima:aktiv** Tour or the eco-driving campaign.

klima:aktiv puts knowledge into practice

Extensive support is given to anyone who has been motivated to take action; support with how to achieve a **klima:aktiv** house or the right heating system, or how to drive fuel-efficiently. The best example here is the online database topprodukte.at. Just a few mouse clicks and you have the most energy-efficient appliances on the market at your fingertips. Checklists, manuals and guidelines enable consumers as well as companies to check the quality of investments they make.



klima:aktiv promotes green skills

Highly qualified experts are the be-all and end-all for the success of transforming the market and gearing it towards climate-friendly technologies. **klima:aktiv** gives structure to vocational and further education, incorporates the latest know-how into the training and cooperates in this regard with the leading institutes of further education. So it is that more than 6,000 people have already taken part in **klima:aktiv** training and further education courses. The **klima:aktiv** professionals who have qualified in this way can be found nationwide on the website: www.maps.klimaaktiv.at

klima:aktiv provides orientation

With its quality standards **klima:aktiv** ensures good orientation with regard to what makes sense in the long-term. The best example of this is the **klima:aktiv** building standard which constitutes a genuine aid for real estate developers, planners, builders, housing developers, housing funding agencies as well as for all those who want to build or renovate a house. Transparent criteria, guidelines, technical manuals, checklists and calculation tools all help with the implementation.

klima:aktiv is successful

The market share of renewable resources has increased significantly over the last few years, the "renovation of Austria" spurred on by extensive refurbishments and mobility management advanced in all areas. With the support of **klima:aktiv** many companies have managed to optimise their production processes. So in combination with other measures **klima:aktiv** has been instrumental directly and indirectly in reducing the CO₂ emissions by 1.6 million tons a year and with its innovations continues to boost a sustainable business location offering quality green jobs.

Dr. Martina Schuster,
Head of the Division
Environmental Economics and
Energy Policy at the Austrian
Ministry of Agriculture, Forestry,
Environment and Water
Management



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*"The launch of **klima:aktiv** saw the birth of an extremely effective initiative, that brought on board the key multipliers for the economical use of energy and for renewable energy sources. Together with them we demonstrate how climate protection really works. **klima:aktiv** is a new instrument and an innovative form of political governance."*

Mr. Robert Thaler,
Head of the Division Transport,
Mobility, Human Settlements
and Noise at the Austrian
Ministry of Agriculture, Forestry,
Environment and Water
Management



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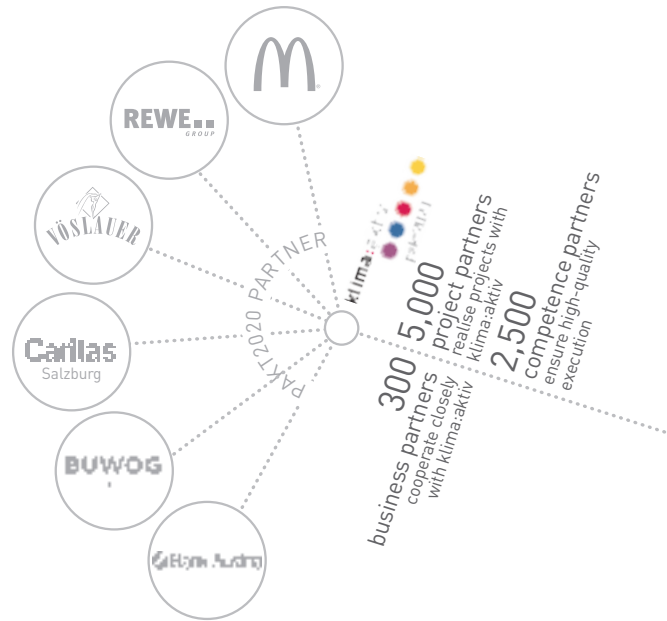
*"From our climate goals right through to boosting economic recovery: there are more than enough good reasons for us to continue pushing **klima:aktiv** as a major program."*



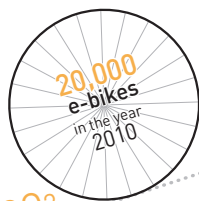
klima:aktiv consolidating, propagating, implementing and linking standards to support programs!

The persisting financial and economic crisis will make 2012 a particularly challenging year. Companies and private households will put off making many purchasing and investment decisions. In the light of the austerity packages that have been announced it can be assumed that even public investments will be significantly reduced. **klima:aktiv** has a particularly important role to play under such circumstances. We need to create high-quality information material that will demonstrate the crucial relevance of energy-efficiency measures and the use of renewables in both an economic and an ecological sense.

Focussing on quality takes on even greater importance in economically difficult times! Especially where housing is concerned, investment decisions have extremely long-term consequences. That is why the year 2012 will see **klima:aktiv** concentrating on the propagation of the developed quality standards, on the expansion of the cooperation network and on communicating tangible showcase examples.



klima:aktiv at a Glance



over 450,000 t reduction in CO₂ annually thanks to mobility projects

350 consultants provide support in the optimisation of production processes
100 e5 communities conduct climate protection with great commitment

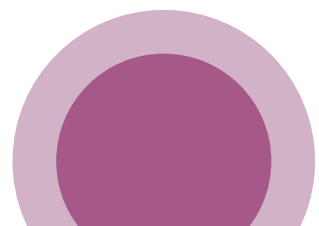


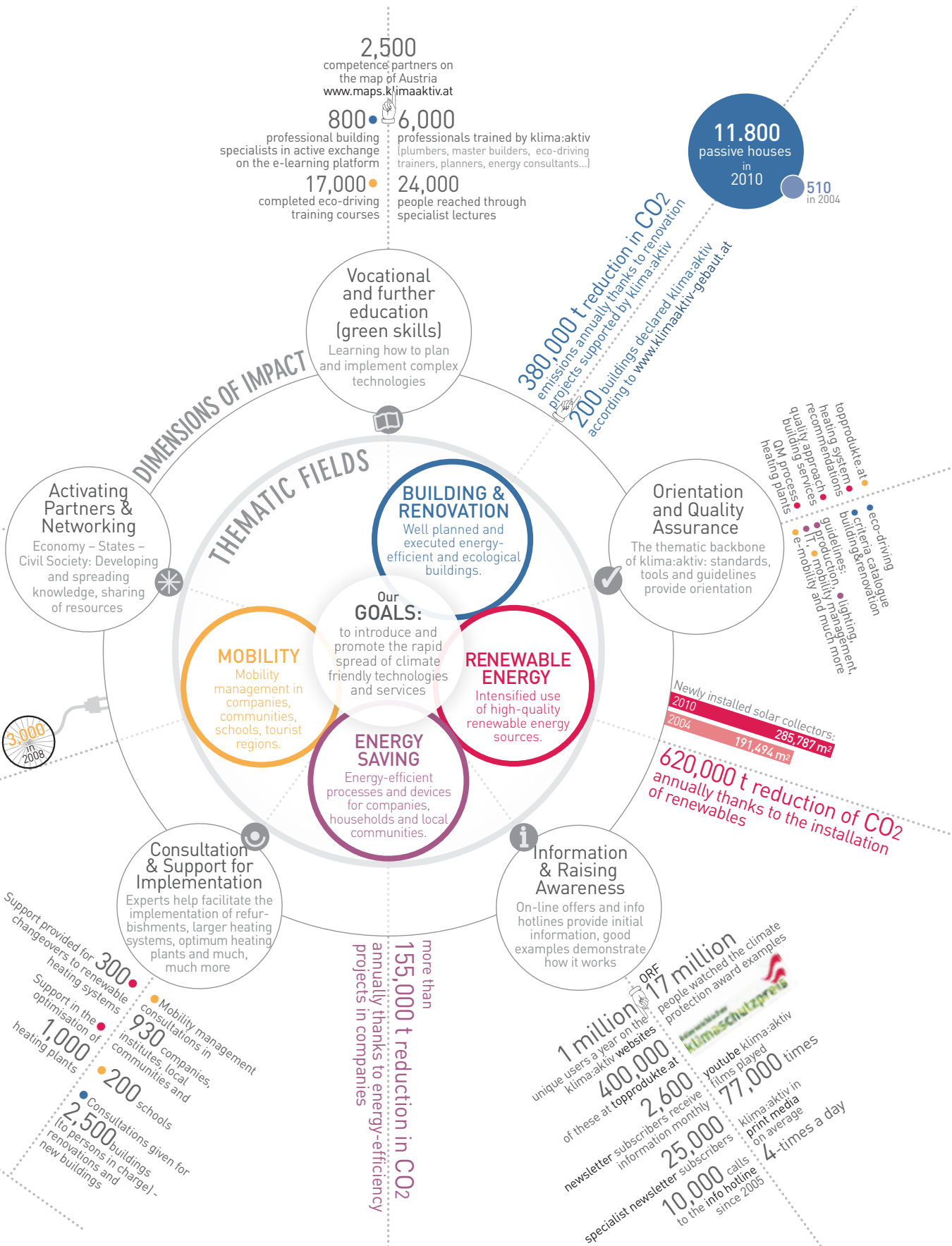
© Cornelia Böhm

Mr. Stephan Fickl,
Project Manager **klima:aktiv**,
Austrian Energy Agency

"There is still time to choose: continuous change or crash-course.

***klima:aktiv**, the network for change, outlines specific courses of action and options for the future that will make life worth living."*





© Noa Croitoru-Weissman

klima:aktiv Building&Renovation

The percentage of greenhouse gas emissions from buildings was 14% in the year 2011, the share of energy consumption was one third. In Austria around 40,000 new apartments are built every year. Approximately 1.5 million buildings were constructed between 1900 and 1980. As a consequence more energy-efficient new buildings and high-quality renovations are the key to effective long-term climate protection.

However, klima:aktiv requires more than just energy efficiency. Equally important issues include the choice of location, ecological quality, comfort and quality in the execution.

The major goals of the programme are therefore:

- Increasing the market share of ecological buildings in the residential and service building sector
- Establishing the klima:aktiv building standard as the orientation benchmark for ecological building throughout the whole of Austria
- Further development of the funding policies and legal framework conditions in the building sector
- Innovation: implementation of marketable results of research

The program is represented by regional and specialist partners throughout Austria under the direction of the Austrian Society for Environment and Technology (ÖGUT).

The focus is on quality: good planning, high-quality building materials and energy-efficient building methods not only significantly reduce the energy requirements of a building, they also enhance the quality of life and work for those who live and work in them.

The klima:aktiv entry-level building standard

It is not only energy efficiency that is neutrally assessed and evaluated in klima:aktiv buildings, but also the qual-

Obermayr Holzkonstruktionen, timber module production hall, klima:aktiv with 885 points, winner of the 2010 State Prize for Architecture and Sustainability



© Obermayr Holzkonstruktionen

EXAMPLES OF BEST PRACTICE



© Lisa Rast

Residential building in Universumstraße, Vienna
The energy-saving comfort house in the Universumstraße is the first passive house in the 20th district of Vienna. klima:aktiv Gold with 918 points. **Property Developer:** Heindl Holding GmbH, **Planning:** querkraft architekten zt gmbh



© Atelier Hayde

Conversion & renovation of a **Wilhelminian-style house, Biberstraße 5**, Vienna
klima:aktiv Pioneering work in the category of renovation of service buildings with historic façades. 721 from a possible 1,000 klima:aktiv points.
Client: Biberstraße 5 Liegenschaftsverwaltungs GmbH.
Planning: Atelier Hayde, Architekten Ziviltechniker GesmbH

- Criteria catalogue and consultation offer for the whole of Austria: www.bauen-sanieren.klimaaktiv.at
- Collection of examples of perfectly built and renovated buildings at www.klimaaktiv-gebaut.at
- Leaflets and checklists for building services at www.klimaaktiv.at/qualitaetslinien

ity of the planning and execution, the building material and construction quality as well as the core aspect of comfort and ambient air quality. The **klima:aktiv** building standard exists for residential and office buildings, for new buildings and also for renovations. The basic criteria were formulated in the year 2011. They constitute entry into **klima:aktiv** building in all categories. Specific **klima:aktiv** standards have been available since the end of 2011 for hotels, schools, nursery schools and nursing homes to enable even more targeted promotion in the sector of service buildings. All criteria catalogues are structured along the lines of a 1,000 point system which is used to assess the buildings and declare their compliance.

Sustainability is in demand!

Around 240,000 m² in the residential building sector and over 180,000 m² in the service building sector have already been built in compliance with the **klima:aktiv** standard. And the trend is on the rise! There are already over 820 flagship projects in the sector of sustainability available in the building database at www.klimaaktiv-gebaut.at.

Know-how! Consultation & Tools

Another major focus point in addition to the declaration of compliance of buildings is the consulting of planners, property developers and house owners. The key players in planning and execution are supported nation-wide by **klima:aktiv** experts with tailor-made consulting packages.

Criteria catalogues, checklists and guidelines are all available online. In 2011 more than 70 large-scale buildings with around 2,000 residential units and almost 200.000 m² of gross floor area benefited from a renovation consultation. Around 2,500 consultations have been carried out since the programme was launched in the year 2005.

Partner base

A major factor for the success of the programme is motivating partners who will then implement the **klima:aktiv** standard. About 100 partners from the building sector cooperate with **klima:aktiv** and more and more residential property developers and manufacturers of prefabricated houses have **klima:aktiv** houses in their portfolios. **klima:aktiv's** cooperation with the two building certification systems of the Austrian Sustainable Building Council (ÖGNB) and the Austrian Society for Sustainable Real-Estate Management (ÖGNI) ensures that the **klima:aktiv** standard will become the central sign of quality in Austria.

klima:aktiv examples of best practice demonstrate that it works!

Single-family homes, residential buildings and office buildings have all already been built in **klima:aktiv** quality. These are flagship projects in the sector of sustainable building. You will find the collection of examples of perfectly built and renovated buildings at www.klimaaktiv-gebaut.at.



Foto: Dieter Schewig, AH3 Architekten

Conversion and renovation of the **Langenzersdorf Secondary School**, Lower Austria
Modern light-flooded classrooms thanks to an exemplary renovation. The Langenzersdorf Secondary School is a "**klima:aktiv** passive house": 929 from a possible 1,000 **klima:aktiv** points



Foto: Bruno Wolfeltner

Residential complex active house **Kramsach**, Tyrol
The multi-family complex in Kramsach in Tyrol was built in compliance with the passive house standard. 963 from a possible 1,000 **klima:aktiv** points.
Real estate developer: Aktiv Klimahaus GmbH

klima:aktiv Energy Saving

Austria consumes too much electricity: the year 2010 once again saw an extremely high domestic electricity consumption of 68.841 GWh, 4.5% higher than 2009. On average electricity consumption in Austria increases by two percent a year. As this (greater) demand has a massive impact on CO₂ emissions, savings targets have been defined on an EU as well as on a federal level. These envisage an increase in energy efficiency of 20% by the year 2020. Such extensive savings targets can only be achieved by means of many different measures, **klima:aktiv** relies here on information, consulting and further education and training for the reduction of electricity consumption. By the year 2016 Austria must have achieved a saving of 80.4 PJ, the equivalent of approximately the energy consumption of one million households.

Knowing what's what on the appliances market

To this end a list of the most energy efficient appliances from many different categories has been compiled and is available on the internet platform www.topprodukte.at. Not only is the energy consumption data for the individual products given here, but also other information that is useful when making a purchase decision such as recommended retail prices, the water consumption and noise level in the case of dish washers and the SAR values of mobile phones. This online appliance ranking has obvi-

ously struck a cord with consumers: there are currently around 400,000 visits to the platform a year! In order to offer consumers an even better service, topprodukte.at is intensifying its contacts and cooperations with such partners as electrical retail outlets and the Association for Consumer Information (VKI). A particularly successful project in the year 2011 was the evaluation of results from product tests carried out jointly with the VKI and the co-produced consumer supplements with tips on saving electricity and other advice on the topics of building, renovation and renewable energy.

Saving energy in the office and in production made easy

klima:aktiv first turns its attention to energy consultants in its attempt to promote energy savings in manufacturing companies: these are given further training by experts from the Austrian Energy Agency within the framework of the "energy efficient companies programme". Ventilators, pressure systems, energy management and pumps are all topics that have already been included in the course programme. The focus in 2011 was on steam systems: guidelines were developed, audits carried out and consultants given specialist training. In addition branches such as bakeries, butchers' shops and dry cleaners were given practical assistance in the form of workshops and info days.

EXAMPLES OF BEST PRACTICE



© Wozabal

Wozabal Medizinproduktezentrum GesmbH & CO KG

Wozabal has seven locations at which it processes more than 125 tons of textiles a day. The installation of a new laundry line with a drainage unit and new highly-efficient dryers result in a significant reduction in water and energy consumption. In conjunction with other measures, such as the utilisation of waste heat plus process and compressed air optimisation, this resulted in a cost saving of 99,410 €/a, the equivalent of a 20% reduction in costs and 594 t of CO₂



© Sandoz

Sandoz GmbH: Sandoz is a global leader in the production of generic medicines. Sandoz GmbH employs a total of 2,900 people at its three locations in Kundl, Schafftenau and Vienna. As part of an overall concept measures were implemented in the areas of steam systems, ventilators, compressed air and cold production. This enabled an energy saving of 2,158,000 kWh/a, the equivalent of a 490t reduction in CO₂.

- Topprodukte: 3,000 product lists, user tips & competitions at www.topprodukte.at
- Information & Consultations: the team from the energy-efficient appliances programme offers workshops and consultations on the topics IT, lighting and office appliances. www.b2b.topprodukte.at
- Tools & Training & Awards for energy-efficient companies: companies, energy consultants and other interested parties can get information at www.eebetriebe.klimaaktiv.at!

Armed with the latest information, the consultants and their customers together achieve substantial savings: a total of more than 155,000 tons of CO₂ has already been documented.

Light thrown on companies, shops and local communities

The energy-efficient appliances programme has a team of experts available who consult companies, authorities and local communities on the topics IT, lighting and office appliances. 400 companies and organisations have already availed themselves of this service. Experience shows that up to 30% of electricity can be saved by this way.

A new lighting brochure with information on the optimum use of the new halogen energy-saving bulbs and LED lighting fixtures was published in 2011. It is not only companies and shops, but local communities as well, that benefit from the tips and advice given by the experts of the IFZ Graz, the programme manager for "energy-efficient appliances".



Photo competition topprodukte.at

A competition was held from September to November 2011 in cooperation with the federal body for electrical and furnishing retailers. The competition was open to customers who had bought a particularly energy-efficient product from a specialist retailer. History: every day around 1,000 household appliances and 2,700 televisions are sold in Austria. Each of these purchases can be preceded by a consultation that focuses on efficiency and quality.



Workshop energy-efficient lighting:

45 participants from local communities received information about the potential of energy-efficient lighting at the workshop held in Göfis on 10th March 2011. The agenda included the viewing of energy-efficient lighting in a public space, the principles of energy-efficient lighting, a market overview of energy-efficient lighting – the results of the ÖBS tender, practical testing of energy-efficient lamps.

klima:aktiv Renewable Energy

©istock.com/Miodrag, Nikolic

Renewable energy is in greater demand than ever before. The targets of environmental, energy and climate policies cannot be achieved without the increased use of solar energy, biomass & Co. But arguments such as price stability and independence also ensure a keen demand for renewable local and district heating, solar heat collectors, pellets boilers and heat pumps.

However increased use also raises a lot of questions: What biomass reserves have we even got? Are the technologies being used effectively? Are there any as yet unused niches? Is my heating plant working efficiently? What subsidies are there?

klima:aktiv has set itself the target of supporting the markets with the increased use of climate-friendly technologies. The focus here is on know-how and networking committed companies and associations: AEE Intec, LEV Steiermark, ARGE kompost & biogas Österreich and the Austrian Energy Agency plus a number of other regional and specialist partners are all active under the authority of the Austrian Ministry of Agriculture, Forestry, Environment and Water Management.

The efforts are bearing fruit

Despite the turbulent market development sales figures for biomass boilers, solar heat collectors and heat pumps have risen significantly since 2005, at which time they had tended to stagnate. New customers, such as tourist operators or large residential buildings, have been won over to the use of renewable energy sources. It



has been possible to design considerably more efficient heating plants. This also allowed a more targeted use of subsidies.

klima:aktiv heating – but how?

In the past few years klima:aktiv has managed to significantly improve the know-how of installers and planners where renewable energy is concerned. The quality and quantity of the installed solar systems, heat pumps and biomass heating systems has been increased drastically

EXAMPLES OF BEST PRACTICE



© Nahwärme Eugendorf GmbH

Nahwärme Eugendorf GmbH

The overall concept of the biomass heating plant and the 770 m² solar system, fed with green electricity from the photovoltaic system, sets new benchmarks and produces approximately 12,500 MWh of heating a year thus saving 3,500 tons of CO₂. In the year 2007 80% of the heating was still being produced with fossil fuels.



© Camping Berghof

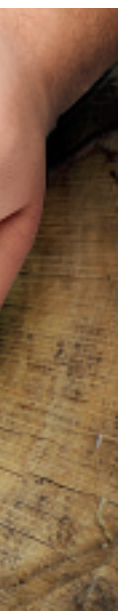
Camping Berghof now relies on biomass

After consultations with the klima:aktiv team from the renewable heat programme the largest camping site on Lake Ossiach decided to change from fuel oil to biomass in a savings contract, a decision that in turn led to an increase in efficiency of over 25%. The reduction in CO₂ amounts to 100 t a year. Due to the fact that the heating price of pellets is 50% lower than that of fuel oil, the system will be amortised within 5 years!

klima:aktiv promotes the efficient and qualitative use of biomass such as wood and biogas, solar heat, heat pumps and renewable raw materials by means of

- information on technologies, support programmes, tips at www.klimaaktiv.at/erneuerbare!
- hotline & consultations & planning audits
- leaflets, checklists & guidelines and many other tools for quality assurance
- trained professionals: solar heating installers and planners, heat pump and biomass installers, quality controllers for wood heating plants.

These experts can be found at the klima:aktiv map: www.maps.klimaaktiv.at.



through lectures, consultations and the intensive support and quality assurance of selected projects by means of planning audits. What also crystallised was a great need for independent orientation with regard to which technology is best suited for specific requirements. This is why the "renewable-heat programme" developed recommendations for heating systems in line with the type of building and thermal quality required. These recommendations were completed in 2011 and are now being promulgated among energy consultants, via the renewable heat hotline, in info events for people intending to build their own house and for tourist operators. In addition direct and targeted contact with Protestant parishes and dioceses in 2011 not only opened up a new market for such installations, it also gained a key multiplier with a knock-on effect.

Quality management as a concept for success: heating plants are improving all the time

The QM heating plant project was launched in 2005 with the aim of supporting the planning and construction of more efficient biomass heating plants. After several years of implementing QM processes and training quality experts the focus of activities in 2010 and 2011 changed to concentrate more on the reviewing and assessing of accomplished measures.

The data collected here indicates an average improvement in the efficiency of heating plants of around 10%. There are currently around 1,000 heating plants regis-

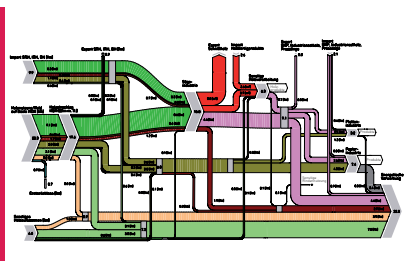
tered in the program, whereby the quality management process is closely linked with environmental support programmes.

A ray of light on the wood energy market

The use of biomass from our forests is subject to considerable fluctuations: domestic and international prices, economic crises or even a heavy storm can influence demand and supply significantly. A computer simulation model for various scenarios was developed by the "wood energy programme" specifically to facilitate easier depiction of just such changes. Regular newsletters on the latest topics from wood energy constitute a solid base of information for decision-makers and business people.

New concepts for biogas, new service "renewable raw material market"

After having accomplished a platform for operators of biogas systems and basic technical principles, the klima:aktiv "biogas programme" has now taken a next step in the direction of public relations. Local communities and private households are now being warmed to the idea of the all-rounder biogas with newly developed concepts and in cooperation with the trade and the authorities. The latest klima:aktiv project was the launch of the "renewable raw material market" in 2009 that provides information on how to use the renewable sources and on the new funding framework of the environmental support programme.



The flow of wood in Austria 2009

The diagram shows the material flows of the different types of wood, from the original sources to the various processing chains and on through to their material and energetic use. To generate this diagram data from the complete added-value chain of wood was collected from various sources for the very first time.

klima:aktiv evaluation matrix of heating systems

klima:aktiv offers help with choosing the right heating system for each personal requirement. Different heating systems that use renewable energy sources are recommended in dependence on the quality of the building. The "heating system matrix" is available for single family houses as well as for touristic and large residential buildings.

klima:aktiv Mobility

klima:aktiv mobil **protects the climate, strengthens communities and business and creates jobs.**

klima:aktiv mobil, **the traffic climate action programme for climate-friendly mobility, makes an important contribution to the implementation of Austria's climate and energy strategy and offers local communities, companies and different associations comprehensive support within the framework of the following five modules:**

Good advice

Companies, real estate developers, public administrative bodies, towns and cities, communities and regions, the tourism and leisure operators, youth groups and schools all receive free consultation and support in developing and implementing climate-friendly mobility management and more efficient traffic solutions for reducing CO₂ emissions as well as help with applying for subsidies.

Efficient support programmes

Companies, SMEs, local communities and associations can all look forward to financial support if they change to climate-friendly traffic measures, in particular for switching their vehicle fleets over to alternative drives and alternative fuels, for promoting bicycle traffic or innovative climate-friendly mobility management such as the introduction of mobility centres or community busses.

Motivating information

The klima:aktiv mobil awareness raising and information campaigns inform Austrians and the media as opinion leaders about the opportunities and advantages of climate-friendly types of traffic, alternative vehicles, renewable fuels and fuel-saving driving behaviour and promote the environmentally-friendly and healthy use of bicycles.

Trained and certified

To push the creation of green jobs klima:aktiv mobil is increasing its offers of training courses and certifications and the chance to achieve higher qualifications. Such measures include the opportunity for driving instructors to receive certification as eco-driving trainers, the courses of further training "Fit for E-Bike" for the retailers of sports goods and bicycle mechanics and the qualification as a youth mobil coach.

Awarded

Companies, towns and cities, states, associations, schools and youth groups and other project coordinators that are supported by klima:aktiv and that have committed themselves to implementing specific climate-friendly projects thus reducing CO₂ emissions are awarded the status of klima:aktiv mobil project partners by the Environmental Minister.

EXAMPLES OF BEST PRACTICE



© ChristianHoudek

The Post AG delivers klima:aktiv

The Post AG is successively changing its vehicle fleet over to natural gas or electrical vehicles in order to ensure that the more than 100 million kilometres a year covered by them for the delivery of letters and parcels is organised as environmentally-friendly as possible.



© Ferienregion Nationalpark Hohe Tauern

Holiday region Nationalpark Hohe Tauern GmbH

For several years now the holiday region Nationalpark Hohe Tauern GmbH has been making great efforts to create travel arrangements to the region that are both attractive for tourists while at the same time gentle on the environment. The success to date: hiking busses, its own mobility centre and promoting the use of public transport for travelling to the national park region have had the effect of reducing CO₂ emissions by 3,000 t a year.

More information available at:

klima:aktiv mobil | www.klimaaktivmobil.at

klima:aktiv mobil Information Campaigns | www.klimaaktivmobil.at/greenmobility

Austrian map of klima:aktiv mobil project partners | www.maps.klimaaktiv.at

Support programmes | www.umweltfoerderung.at

Cycling | www.radfahren.klimaaktiv.at

eco-driving events and training courses | www.spritspar.at

Mobility management for companies | www.mobiltaetsmanagement.at

fuel efficient vehicles | www.autoverbrauch.at

klima:aktiv mobil Track Record
klima:aktiv mobil reduces traffic-induced CO₂ emissions, fuel consumption and boosts energy efficiency!

Six years on from its launch, more than 1,800 klima:aktiv mobil project partners are reducing CO₂ emissions by 450,000 t a year through their mobility projects. This has meant that the target of the climate strategy to reduce CO₂ emissions by 300,000 t a year by 2010 has been greatly exceeded.

klima:aktiv mobil also helps the recovery of the Austrian economy and business in general and contributes to creating and securing green jobs! Since the launch of the support programme in May 2007 a multitude of mobility projects have been approved and supported within the scope of klima:aktiv mobil and support of the Climate and Energy Fund from means of the Austrian Ministry of Agriculture, Forestry, Environment and Water Management with sums amounting to € 42.5 million. The investment volume of around € 271 million that this triggered has contributed to creating and securing about 3,000 green jobs. klima:aktiv mobil also pushes the creation of green jobs through training initiatives: to date over 800 driving instructors have already been trained and certified as eco-driving trainers.

klima:aktiv mobil supports the introduction on the traffic sector market of vehicles with alternative drives, electrical mobility and renewable energies! Via its klima:aktiv



mobil project the Austrian Ministry of Agriculture, Forestry, Environment and Water Management stimulates the changeover of vehicle fleets to environmentally sound solutions as well as accelerating the market introduction of alternative drive technologies such as hybrid, flexi-fuel, methane gas and electric vehicles. To date 5,300 alternative vehicles have already been supported with funding amounting to approx. € 8.2 million; these included about 4,400 electric vehicles (predominantly single-track vehicles) that received approx. € 5.6 million in funding.

klima:aktiv mobil is an inspiring example for Europe! Through its overall concept of strategic target group orientation klima:aktiv mobil acts as a national campaign programme aimed at promoting mobility management and is therefore an inspiring example for many European countries and a member of the European Platform for Mobility Management (EPOMM).



© Stadt Salzburg

State and City of Salzburg

Standing at 16% Salzburg has the second largest modal share of cycling in the whole of Austria. A bicycle traffic coordinator has been at work for 20 years now. The decision to build more bicycle paths, start a bike stand offensive and initiate other measures was made within the framework of the "bicycle path programme and support programme for bicycle infrastructure".



www.maps.klimaaktiv.at

klima:aktiv mobil project partners at a glance

In cooperation with its education partners the klima:aktiv initiative is currently offering qualifications in the following sectors:

- Building and renovation
- Energy and building services, green IT, electricity saving
- Energy management/consultation
- Mobility

klima:aktiv Professionals

A bottleneck in the implementation of the energy strategy arising from insufficient well-trained specialists and university graduates must be prevented. To this end measures are necessary along the whole education chain including professional training and further education.” (Energy strategy Austria)

Climate-friendly buildings require the professional installation of state-of-the-art technologies. Passive houses, combined solar and heat pump systems or complex renovations have to be planned and realised perfectly. The aim of klima:aktiv is to qualify specialists for the optimum implementation of energy efficiency and renewable energy technologies.

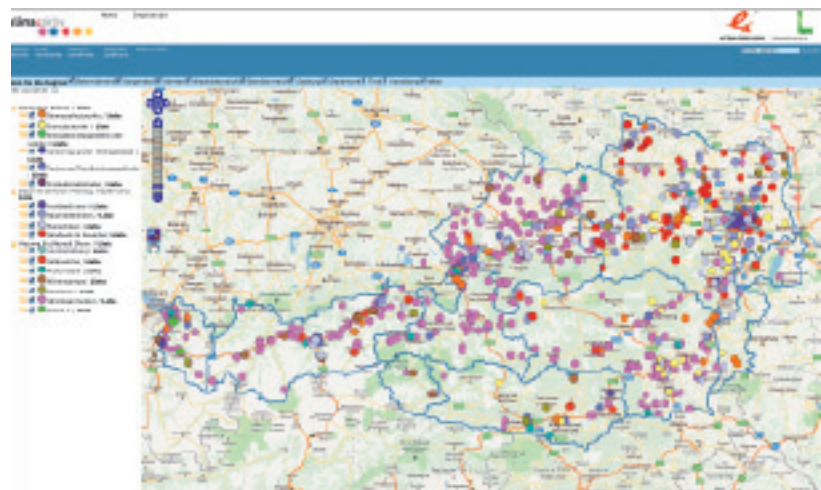
To achieve this klima:aktiv has started cooperations with the relevant educational institutions and sees itself as the network node in vocational training and further education.

More than 6,000 people have already taken the opportunity of qualifying in one of the klima:aktiv further education courses. The klima:aktiv competence partnership was established in order to demonstrate the value of such additional qualifications to the clients. All graduates of the respective training programmes that also

possess a trade licence can be found in the Internet at maps.klimaaktiv.at and are permitted to use the competence partner logo. In other words, the respective green skills are available to everyone at a glance.

Modern communication technology such as e-learning helps to keep the competence partner network together in an interactive community. This allows the speedy and unbureaucratic exchange of the latest information and issues. The most recent information, checklists and guidelines to building services are input here.

<http://www.maps.klimaaktiv.at/>



EXAMPLES OF BEST PRACTICE



The cooperation with the Federal Guild of Construction led to the successful collaboration with the BAUAkademie Austria. The various BAUAkademie institutions in the federal states run the training course **“Energy-efficient Buildings: Consultation/Planning/Building”** in cooperation with klima:aktiv, e.g. the BAUAkademie of Upper Austria



With know-how to co-ordinated collaboration – the course **“Cooperative Renovation”** was first offered in Lower Austria and was created in collaboration with the BEUC (Lower Austrian Construction.Energy.Environment Cluster) and the Federal Guild of Plumbers. Since then the participants operate jointly on the market!

© BMLFUW / Rita Newman

BMLFUW / Rita Newman



Environment Minister Berlakovich with representatives of the education partners and klima:aktiv education co-ordination at an award ceremony for the new klima:aktiv competence partners

The expertise of the complete klima:aktiv network is incorporated in the education and training programme developed in cooperation with the education partners. Rapid technical developments and the dramatic changes in the framework conditions mean that the basic training in the energy and building sectors is no longer sufficient for a whole professional lifetime. Life-long learning has become a necessity. So a clear and reliable overview of the programmes on offer for training and further education is growing in importance for many professional groups. That is why klima:aktiv education is actively involved in co-ordinating and structuring the educational measures in the sectors of energy efficiency and renewable energy.

klima:aktiv education closes gaps in the training programmes on offer and also develops completely new educational programmes. A successful example here is the course "Cooperative Renovation" offered in Lower Austria. In this course the topic of old building renovation is treated across all trades – in other words from the planning stage right through to the individual trades involved in the execution. Development of the course required the close cooperation with the "Construction, Energy, Environment Cluster" and the federal guilds. The participants now collaborate and appear jointly on the market offering a well co-ordinated and comprehensive renovation. In the meantime the course programme has become a standard at the BAUakademie.

Competence partnerships

Advantages

- Use of the logo "klima:aktiv Kompetenzpartner"
- Advertising material for one's own klima:aktiv market presence
- Listing in maps.klimaaktiv.at
- Active participation in the klima:aktiv network
- Latest national and international information on all aspects of energy efficiency and climate protection

Requirements

- Personal certification or completion of an at least 4-day course of further training with a successful final examination from one of the klima:aktiv further training programmes. (www.bildung.klimaaktiv.at)
- The competence partnership is valid for three years, requirements for extension: verification of at least one relevant further training course or a klima:aktiv declaration of building compliance or a klima:aktiv example of good practice
- Valid and relevant trade licence

The clearly laid out map of professionals, maps.klimaaktiv.at, makes it easy for competence partners and clients to make contact with each other!

Over 6,000 trained and certified professionals.
21 education partners hold courses in cooperation with klima:aktiv.
Around 800 people use the e-learning offer.

klima:aktiv education: www.bildung.klimaaktiv.at
Dates of further education courses: www.veranstaltungen.klimaaktiv.at
klima:aktiv competence partners: www.maps.klimaaktiv.at/profis
klima:aktiv building standards, declaration of building conformity:
www.bauen-sanieren.klimaaktiv.at
klima:aktiv quality guidelines building services: www.klimaaktiv.at/qualitaetslinien



klima:aktiv Partner Network

klima:aktiv is the national platform and hub for the manifold climate-protection involvement of organisations, public institutions of the federal states, regions and communities, private persons and companies. A wide network of partners works together intensively with klima:aktiv.

klima:aktiv puts its faith in cooperation! Climate-protection cannot function as an isolated political measure. If it is to become common practice, the commitment to climate protection must reach people and instigate participation. Cooperation with the federal states, with key players from private businesses, with organisations and association is a major lever in this respect.

The federal government, federal states and organisations stand shoulder-to-shoulder

The federal states and communities as well as other voluntary and public organisations are closely linked to the

climate protection initiative klima:aktiv on many different levels. The collaboration ranges from joint climate protection projects to the exchange of knowledge and joint training of professionals and on right through to the realisation of individual klima:aktiv programmes.

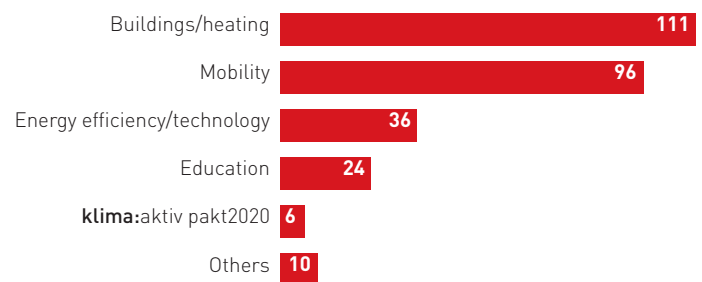
Business partners for a more sustainable market

The klima:aktiv partner coordination ensures that partners are integrated optimally into the climate protection initiative. Over 280 companies and organisations particularly committed to climate protection work together directly with klima:aktiv. The type of collaboration depends on the individual potential and strengths of the partners. Companies and organisations qualify as klima:aktiv partners through outstanding activities in one or more of the following three sectors:



The klima:aktiv pakt2020 – the climate protection pact of the Ministry of Agriculture, Forestry, Environment and Water Management – includes large-scale progressive Austrian enterprises who voluntarily agree to fulfil the Austrian climate protection goals and to realise a wide bundle of measures in all the relevant technological fields of energy efficiency and its application.

klima:aktiv program partners according to sector



EXAMPLES OF BEST PRACTICE



Raiffeisen Leasing (mobility partner)

The Raiffeisenverband is characterised by its particular commitment to climate protection. Thanks to the Raiffeisen climate protection initiative, the cooperation with klima:aktiv now possesses an ideal interface for a wide range of joint activities. Raiffeisen Leasing plays a particularly important role here. Via its offer in the field of electric mobility and fleet management it acts as a multiplier by bringing klima:aktiv mobil into direct contact with its customers.



Ziehl-Abegg (technology partner):

Engines and ventilators are a major cause of excessive energy consumption in the production process. klima:aktiv works together with the leading company Ziehl-Abegg to develop guidelines for optimising the energy consumption of ventilators and uses these to train the energy consultants of the federal states.

The dynamic network is expanding:

- Almost 300 companies and organisations cooperate closely with the klima:aktiv programmes (programme partners) thus contributing to the further development and spread of know-how.
- Around 5,000 project partners have cooperated with klima:aktiv on individual projects.
- 2,500 competence partners are available as specialists on the implementation of state-of-the-art-technology for energy efficiency and renewable energy.

• **Boosting expertise in climate protection: the exchange of knowledge between partners creates optimum quality standards**

klima:aktiv quality criteria and guidelines provide orientation for consumers. These standards and the expertise in energy efficiency and renewable energy sources undergo continuous further development in cooperation with leading technology and service companies. As experts in their fields the partners are actively involved in this process and help to ensure market-oriented structures and optimum applicability.

• **Making climate protection visible: implementation of klima:aktiv standards as a signal of quality on the market**

klima:aktiv partners implement klima:aktiv standards in their business activities thus ensuring the establishment of energy-efficient products and processes on the mar-

ket. From klima:aktiv buildings to the planning of heating systems, the installation of renewable energy sources and mobility management – the application of klima:aktiv standards by the partners guarantees optimum energy efficiency, provides orientation for customers and changes the market sustainably. By using the klima:aktiv partner logos these partners act as multipliers of the climate protection initiative thereby making a major contribution to the spread of klima:aktiv offers and standards.

• **Creating examples: klima:aktiv good practices as inspiring beacons in climate protection**

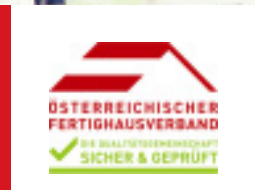
Through the realisation of outstanding climate protection projects klima:aktiv partners function as inspiring role models for other companies and organisations. Implementing quality-assured measures in their own companies demonstrates the possibilities and potential of climate protection and motivates others to follow the example.



klima:aktiv pakt2020 partners 2011:
REWE, CARITAS Salzburg, BUWOG, McDonalds,
Vöslauer, UniCredit Bank Austria
© AEA/Strasser



Caritas Salzburg (klima:aktiv pakt2020 partner)
The Caritas organisation of the bishopric of Salzburg was one of the first six large-scale enterprises to commit itself to fulfilling the Austrian climate protection targets for 2020 on an organisational level. The minimum targets to be achieved by the year 2020 include a 16% reduction in CO₂ emissions, a 20% increase in energy efficiency and the coverage of 34% of total energy needs plus 10% of traffic needs from renewable energy sources.



Austrian Association of Prefabricated Houses (building partner)
Leading builders of prefabricated houses from all over Austria are now offering prefabricated houses that comply with the klima:aktiv standard. The cooperation with this association ensures that maximum energy efficiency and comfort is increasingly becoming a matter of course in the prefabricated house sector.

Ten steps to energy self-sufficiency

1. Concept and implementation team
2. Actual state analysis and action plan
3. klima:aktiv standard for all buildings
4. Climate protection applied to land zoning and procurement
5. Informing the population and enterprises
6. Pedestrian zones, cycling infrastructure, public transport
7. Advice on support programmes for the population and enterprises
8. Heating from regional renewable energy sources
9. Electricity from regional renewable energy sources
10. Mobility from regional renewable energy sources

klima:aktiv Local Communities

Local communities are a major channel of communication to the population at large. Mayors seen riding bicycles or klima:aktiv community buildings linked to local biomass heating systems raise awareness for environmental issues, give an authentic impression and are inspiring role models.

Articles in community newspapers or newsletters sent out by mayors or environmental councillors can spread information quickly and with a high degree of credibility.

klima:aktiv supports local communities in their efforts to promote climate protection, bundles all relevant instruments and information from klima:aktiv and prepares these for use by the local communities. Over 8,500 key players regularly receive well-compiled practical tips for their work in climate protection.

The contents in the box above constitute the ten steps developed by klima:aktiv for promoting energy self-sufficiency, because this can only be achieved in Austria if more and more communities actually live independently from fossil sources of energy.

Climate protection will only become an integral part of local community policy in the long term if it is deeply embedded in community structures. Such structures are

being created in the e5-communities supported by klima:aktiv: a loop is initiated – from the initial analysis to action plans and on through to auditing and awards – that leads to ever more extensive implementation projects. There are already 850,000 Austrian people living in e5 communities, 1,000 people working in e5 local community teams and with the support of 30 specially trained consultants these have already realised 10,000 projects.

Local communities in Austria are leading the way in Europe

It is well worth the effort: the Vorarlberg communities of Langenegg, Mäder and Zwischenwasser are leading in the ranking of the EUROPEAN ENERGY AWARD®, which compares the best European communities in compliance with the e5 assessment system.

Concepts for sustainable traffic in local communities

A consultation programme for mobility management tailored especially to the issues of local communities has already been implemented in specific projects by more than 289 municipalities. This measure has led to an annual reduction in CO₂ emissions amounting to 98,000 tons.

EXAMPLES OF BEST PRACTICE



© Gemeinde Langenegg

The local community of Langenegg:

This classic example of a dwindling community managed to put life back into the area by opening a local village shop and nursery school complying with passive house standards, by organising solar and energy events, by offering mobility programmes and consistent use of renewable energy sources.



© Gemeinde Purbach

Community bus system Breitenbrunn, Mörbisch and Purbach

With the community busses the three communities offer an additional mobility option within the area that benefits in particular people who are less mobile such as children and the young and the old. The community busses also have the desired effect of reducing the volume of traffic and thus contributing to the reduction of emissions.

klima:aktiv Information & Communication

klima:aktiv shows tangible possibilities as to how climate protection can be implemented in enterprises, local communities and at home. Practical know-how is generated in the klima:aktiv network and then compiled into action guidelines for many different situations.

The core challenge of communication lies in the need to provide the manifold contents to the places where they are needed and in a form that can actually be applied. This is what led to klima:aktiv to put together a differentiated bundle of communication measures that can support people in making decisions in authentic situations.

Online communication is continuously gaining in importance. It is possible to present differentiated contents on our websites, which are therefore tailored to the needs of many different target groups. Over 1 million user sessions a year indicate that the information is actively sought. 2011 was the year klima:aktiv launched its social media activities. klima:aktiv is already in contact with 2,750 fans on facebook accounts and over 70 followers on Twitter - and still counting!

Nevertheless, the "classic" online channels are still of great importance: the central klima:aktiv newsletter goes out to 2,600 subscribers every month and other specific target groups are reached additionally with our specialist topic-related newsletters: all in all 25,000 subscribers.



A key instrument for communication with the public at large is the annual **Austrian Climate Protection Award** that is organised by the Austrian Ministry of Agriculture, Forestry, Environment and Water Management together with ORF (Austrian broadcasting company) and with the significant participation of klima:aktiv. For all of four weeks the programme "Konkret" broadcasts daily a good example of the form that climate protection can take in companies, schools, regions and private households. That is how to make climate protection tangible! Interest is enormous: With all editorial contributions ORF made more than 17 million contacts in the year 2011. 60,000 people took part in the voting (1/3 more than the previous year) and the www.klimaschutzpreis.at website booked over 1 million hits.



Personal contact allows communication of a very special quality. An already sensitized audience can be addressed at specialist fairs and events. The cooperation with the expo Energy Wels attracts a lot of attention, as did the new 2011 Salzburg Climate Protection Congress. **klima:aktiv mobil** was on the road throughout the whole of Austria with state conferences, in order to draw attention to trends and opportunities in the mobility sector. The interest of around 5,000 people a year is awoken by means of specialist lectures. All in all 230 events took place around or with **klima:aktiv** on 1,260 days.

Cooperations with the media are used to target specific branches and groups. In 2011, for example, a 12-page supplement for the magazine "Konsument" with the title "Energiesündern auf der Spur" (On the Track of Energy Wasters) was compiled in cooperation with the VKI (Association for Consumer Information). We were particularly pleased that this was praised as: "the best quality, most easy to understand and most informative neutral brochure we have read in a long time." In cooperation with the daily newspaper "Der Standard" and the Danube University Krems **klima:aktiv** awarded two "green" scholarships with intention of drawing attention to the programme of further education opportunities in the sector of green skills.

The biggest response from the media is achieved via the many reports on the activities of **klima:aktiv**, via especially good examples from **klima:aktiv** partners, via the **klima:aktiv** standards and tips and most especially through the application of the edited contents of **klima:aktiv** programmes. More than 1,400 clippings mean that **klima:aktiv** manages to assert its presence in the media about 4 times a day.

The many **klima:aktiv** partners also act as an additional channel of communication. Large-scale enterprises, organisations and associations in the buildings and mobility sector and the fields of energy efficient technologies and renewable energies allocate space for independent information from **klima:aktiv** in their high-circulation newspapers and newsletters.



Specialist information from **klima:aktiv** are edited by our experts to customise them for the target groups and reach hundreds of thousands of consumers.

klima:aktiv would like to take this opportunity of thanking the many key players that have helped make this network what it is today! It is gratifying to note that all our efforts in 2011 have also achieved international recognition: **klima:aktiv** was presented with the European Public Sector Award (EPSA). It is ranked as the



Energie sparen bedeutet

Mit dem Thema "Energiesparen" startet die Serie „klima:aktives Österreich“, die jede Woche dieser Seite ein relevantes Thema für den Klimaschutz beleuchtet. Dazu wird ein praktischer und für alle ansetzbarer Tipp für den Alltag vorgestellt.

Effiziente Umgebungen mit Ressourcen für Energie gewinnen sind die wichtigsten Herausforderungen unserer Zeit. Die steigende

best practice example in the whole of Europe in the category "Going Green: Concrete Solutions from the Public Sector".

We are looking forward to the activities to take place in 2012 and can once again promise you a wide range of information, awareness and consultation offers or rather opportunities for further education in the sectors renewable energy, energy saving, building and renovation and mobility!

- Picture 1: Journalist rally on the Viennese Wilhelminenberg © BMLFUW / Strasser
- Picture 2: Annual reception for klima:aktiv partners, Urania © AEA / Strasser
- Picture 3: Niki Berlakovich meets solar fan Larry Hagman © BMLFUW / Kern
- Picture 4: Award ceremony of klima:aktiv mobil schools © BMLFUW/Strasser
- Picture 5: E-Bike tour with Niki Berlakovich, © BMLFUW / Strasser
- Picture 6: klima:aktiv team at the expo Energy Wels © BMLFUW / Kern
- Picture 7: Promoters in action for klima:aktiv © BMLFUW / Kern
- Picture 8: The series "klima:aktives Österreich" in the Newspaper "Der Standard"
- Picture 9: "Energiesündern auf der Spur" (On the Track of Energy Wasters), supplement in the magazine Konsument.
- Picture 10: Showcasing E-mobility within the framework of the klima:aktiv mobil federal state conferences, © BMLFUW/Jamnig

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www.energyagency.at



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